

SPORT TROPHY
DESK SETS
by
SHEAFFERS

W. A. SHEAFFER PEN COMPANY

For year-round volume,

The attached order card needs no stamp. Check the numbers desired -- mail it today!

As an authorized Sheaffer outlet, your store is FIRST again with the newest in beautiful writing equipment. Be FIRST in your town to get this business!

The Trophy Desk Set field has not been touched. By stocking and displaying a half dozen you will find immediate interest, quick turnover and increased PROFITS.

- 1: Secretary of local athletic club;
- 2. Chairman of greens committee, local golf club;
- 3. Athletic director, local high school or college;
- 4. Secretaries of local lodges, Elks, Eagles, Masons, K of C;
- 5. Y.M.C.A. Secretary;

Now -- before placing this catalog in your file for reference -- phone these few prospects and make an appointment to show them this book:

This catalog shows the world's FIRST complete line of Sport Trophy Desk Fountain-pen Sets, built by Sheaffer's. The profit possibilities are enormous!

MR. SHEAFFER-DEALER:

W.A. SHEAFFER
President
J. HAXI
Vice-President
H.E. WALDRON
Vice-President
J.C. BREWSTER
Vice-President
W.A. SCHERFE
Secretary
C.R. SHEAFFER
Treasurer



The Makers of

Fort Madison, Iowa, U.S.A.

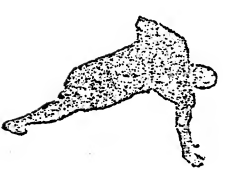
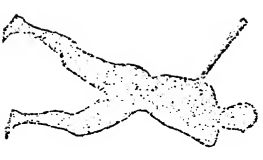
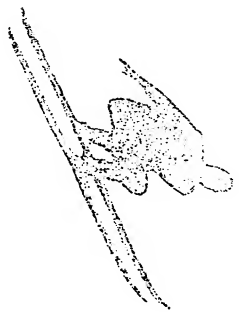
W. A. SHEAFFER PEN CO.

BRANCH OFFICES
NEW YORK
80 Fifth Avenue
CHICAGO
506 Republic Building
SAN FRANCISCO
341 Monadhock Bldg
LONDON, W.1, ENG.
199 Regent Street
TORONTO, CANADA
60-62 Front Street West

NEW MARKETS

for Sheaffer Dealers to Conquer

NOW—practical, new awards for athletic merit! Sport Trophies of utility as well as beauty. Individual Trophies for the desk of the tourney victor, the high scorer, the champion; the graduating captain, the most valuable player, the coach. Team trophies for the writing desks of golf and athletic club-rooms, fraternity homes, high schools and colleges. Admirably adaptable to sports of every season — offering profitable new year-round markets for Sheaffer dealers to conquer.



TO SHEAFFER DEALERS:

AS a Sheaffer dealer, you have every advantage known to the fountain-pen industry. No jobber, premium, mail-order, punch-board competition; faster turnover, and a protective franchise confined to selected merchants in restricted channels. Sheaffer dealers have been first with every new fountain-pen achievement in the fifteen years of Sheaffer history: the Desk set, the Jade Green pen and pencil, the Black and Pearl DeLuxe line, and a score of other innovations. Sheaffers are first again, with the Sport Trophy idea. As a Sheaffer dealer you have an immense new profit opportunity—NOW.

ENGRAVING

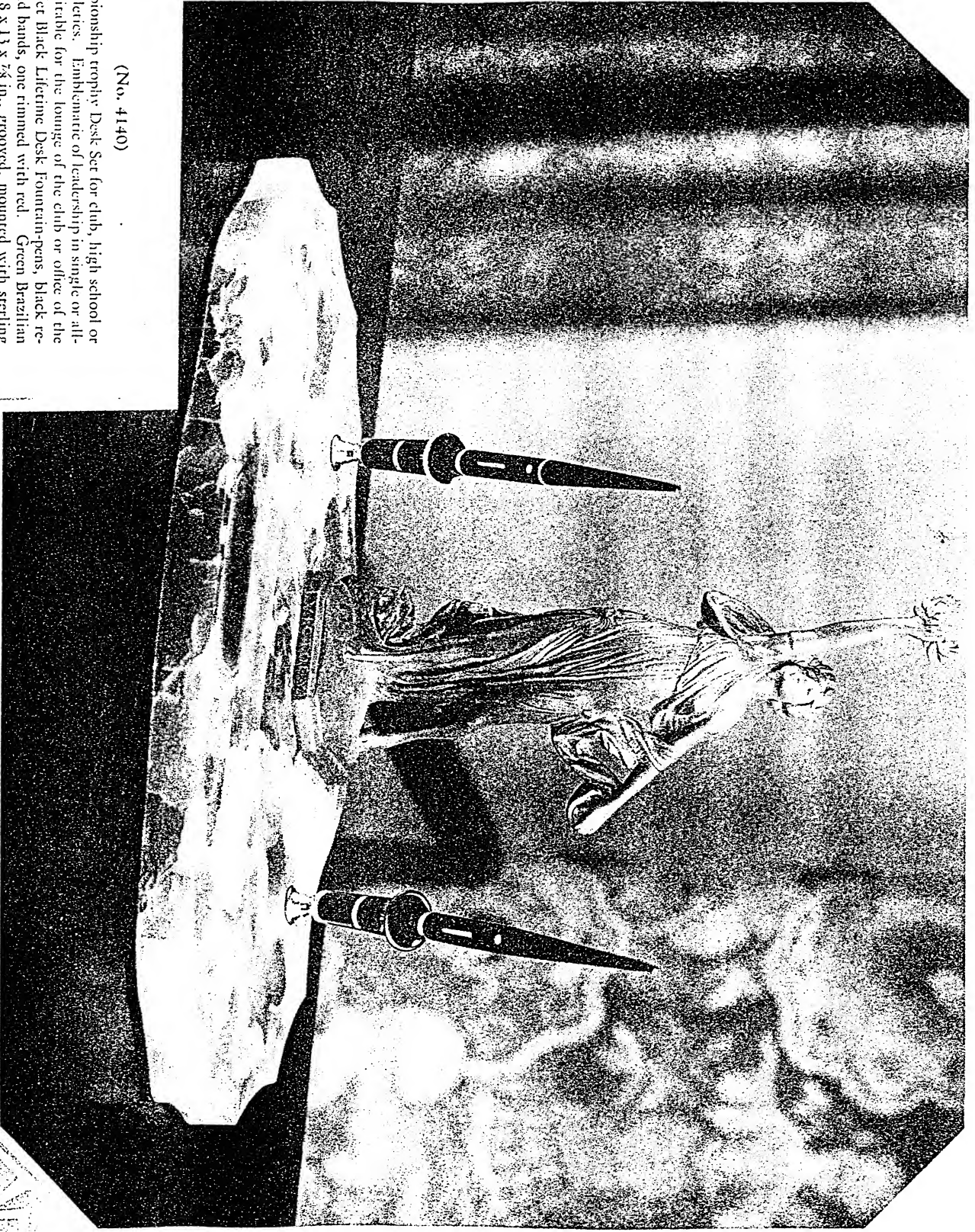
on all Sheaffer Desk Fountain-pen Sets is extra and is not included in the list price of the set. The cost of engraving is \$3.00 list, subject to your regular discount, engraving not to exceed three lines. For special engraving on the sterling silver nameplate there will be a charge of 5c per letter. Emblems and designs are special and should be submitted for individual quotation.

W. A. SHEAFFER PEN CO.
FORT MADISON, IOWA, U. S. A.

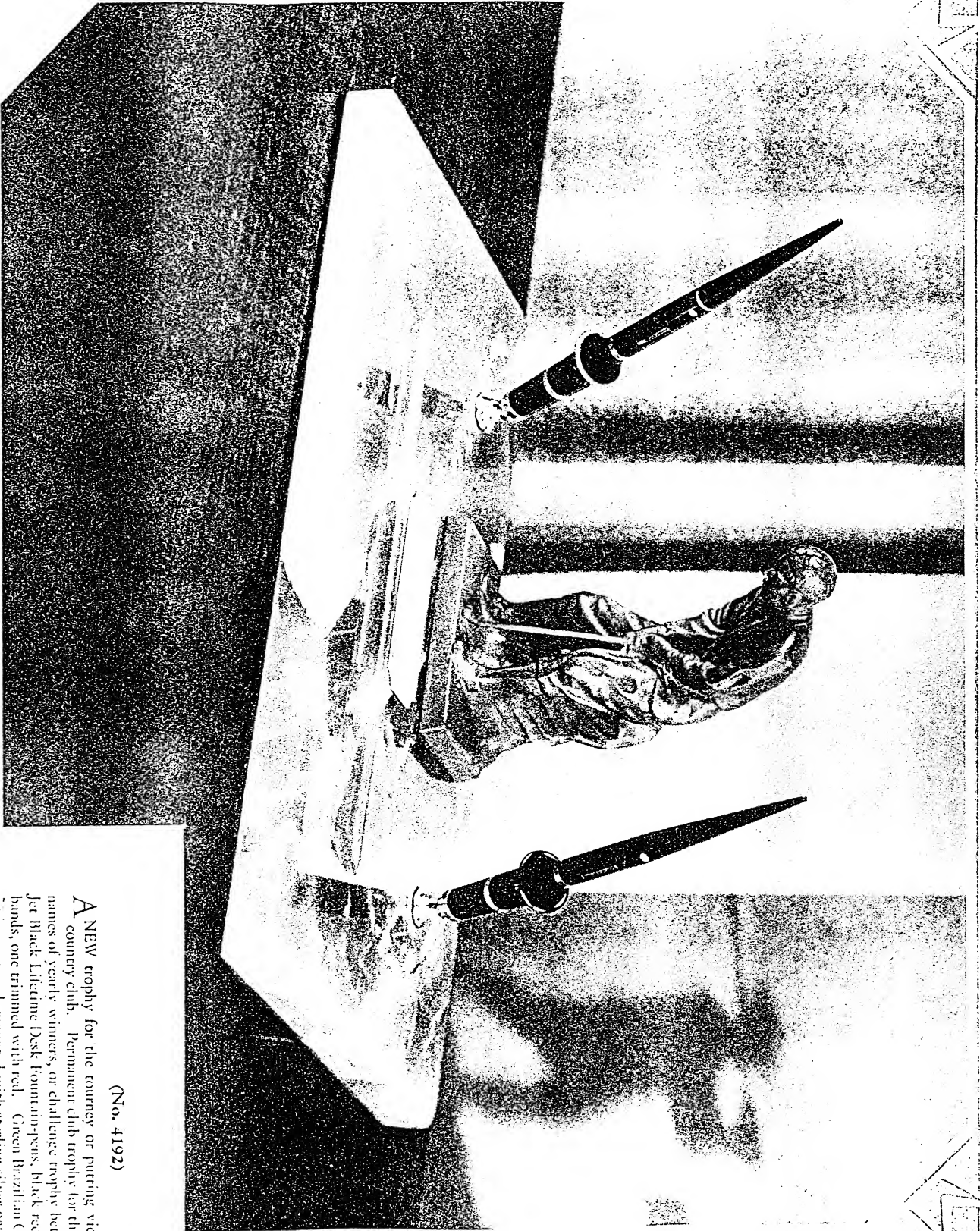
BRONZE championship trophy Desk Set for club, high school or university athletes. Emblematic of leadership in simple or all-around sport. Suitable for the lounge of the club or office of the president. Two Jet Black Lifetime Desk Fountain-pens, black receptacles with gold bands, one rimmed with red. Green Brazilian Onyx scroll base, 8 x 13 x 7/8 in., grooved, mounted with sterling silver nameplate for engraving. Figure, 11 in. high.

Bronze, List price \$110

(No. 4140)



47
A7A



(No. 4192)

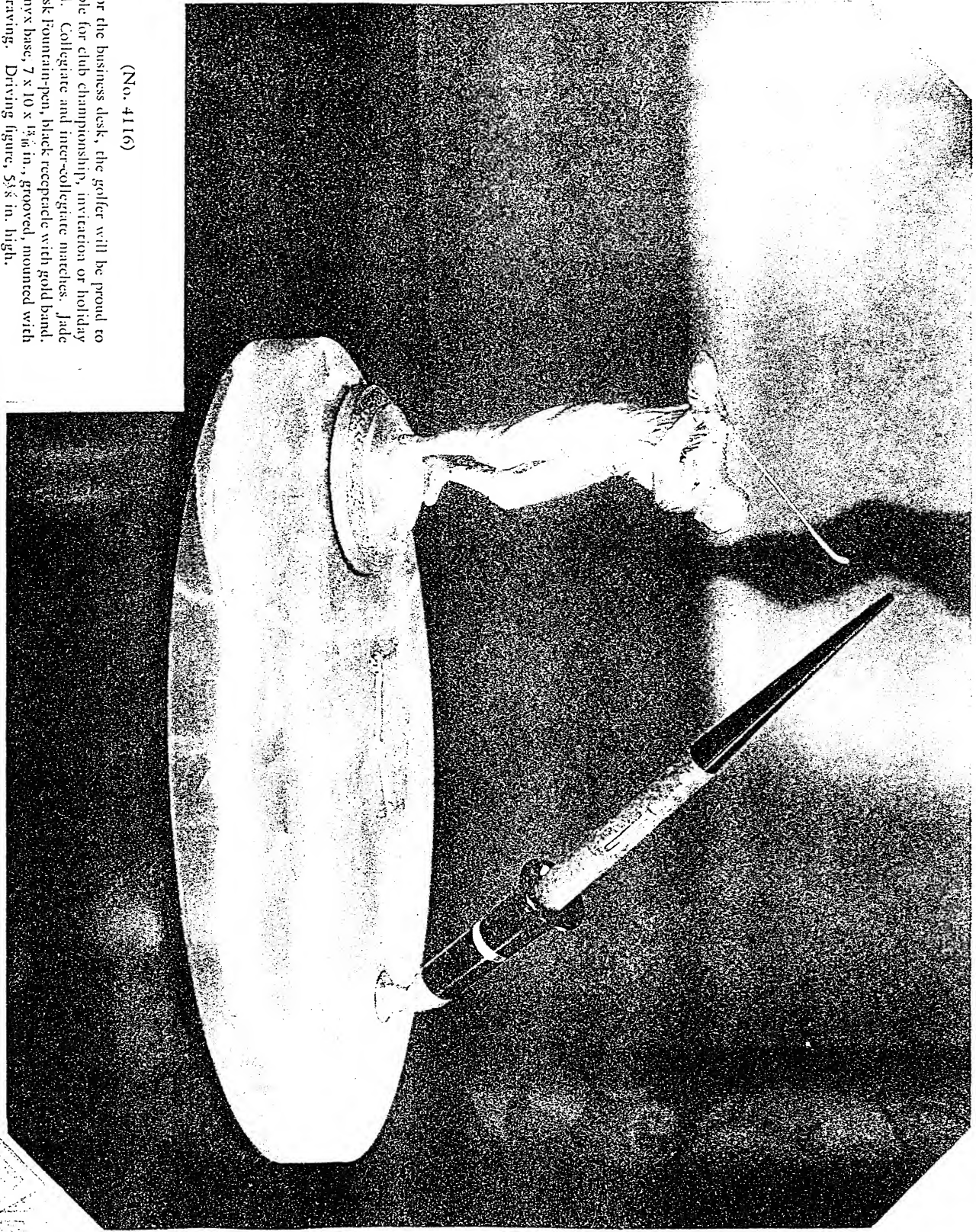
A NEW trophy for the roney or putting victor at the golf or country club. Permanent club trophy for the inscription of the names of yearly winners, or challenge trophy between clubs. Two Jet Black Lifetime Desk Fountain-pens, black receptacles with gold bands, one trimmed with red. Green Brazilian Onyx base, 8 x 14 x 7 1/2 in., grooved, mounted with sterling silver namplate for engraving. Putting figure, 6 1/2 in. high.

Bronze, List price \$70

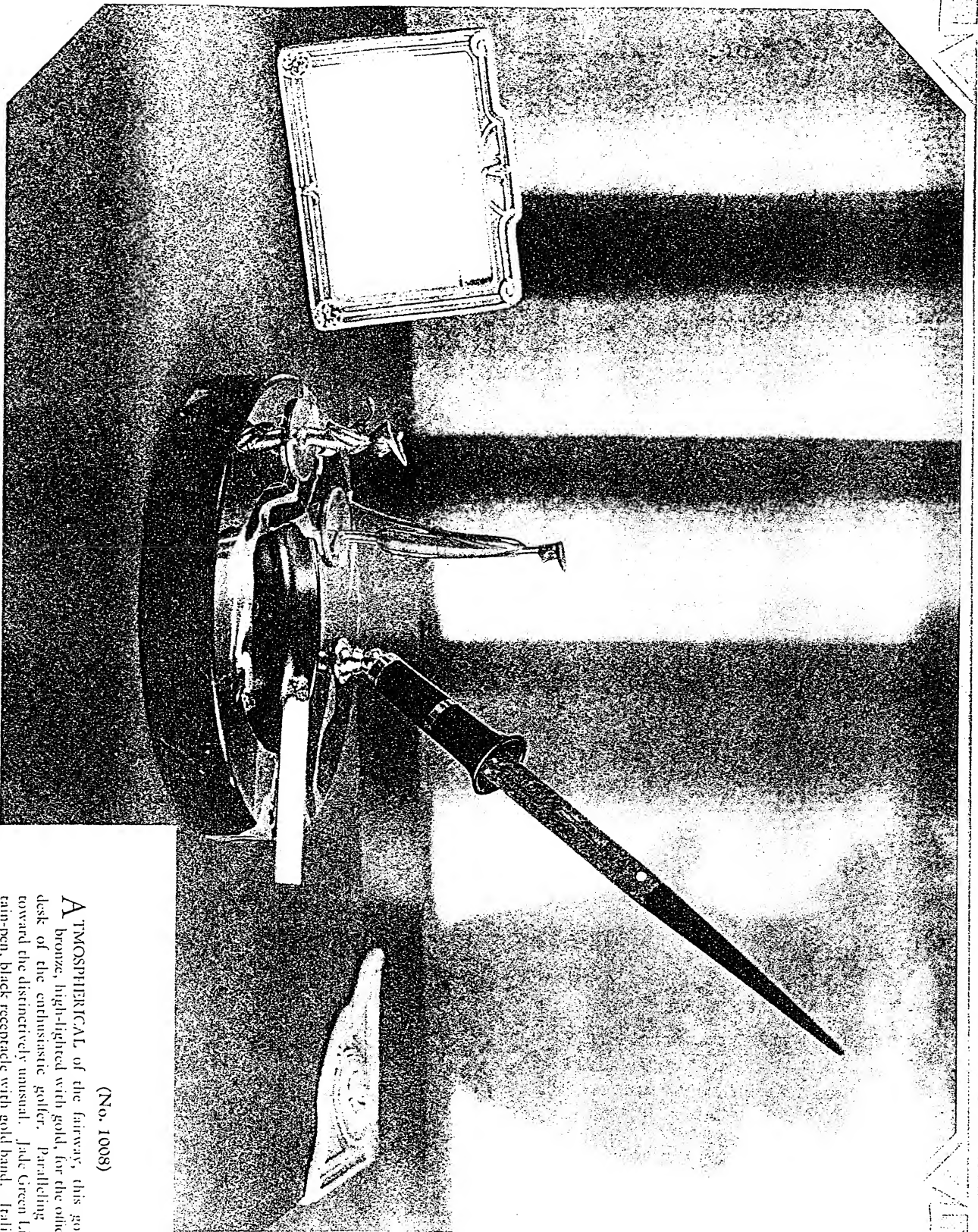
(No. 4116)

GOLF trophy for the business desk, the golfer will be proud to own. Suitable for club championship, invitation or holiday tournament award. Collegiate and inter-collegiate matches. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 7 x 10 x 1 1/2 in., grooved, mounted with nameplate for engraving. Driving figure, 5 1/8 in. high.

- Bronze, List price \$42
- Silver, List price \$43
- Gold, List price \$44



7/27/74



(No. 1009)

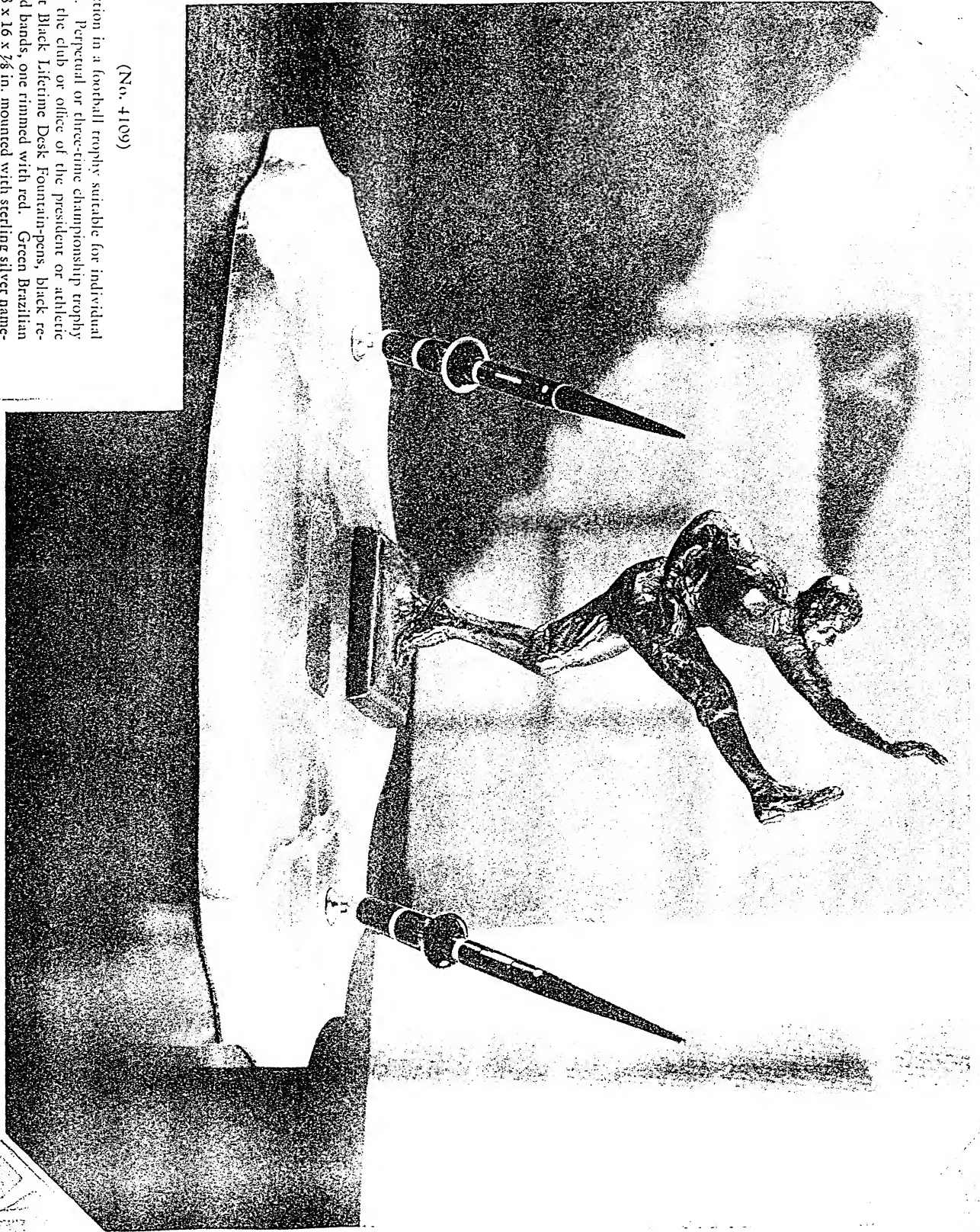
ATMOSPHERICAL of the fairway, this golfer and caddy in bronze, high-lighted with gold, for the office or home writing desk of the enthusiastic golfer. Paralleling the modern trend toward the distinctively unusual. Jade Green Liferime Desk Fountain-pen, black receptacle with gold band. Italian Black and Gold Marble base, 6 in. diameter x 7 3/8 in. thick, with hollowed ash receiver.

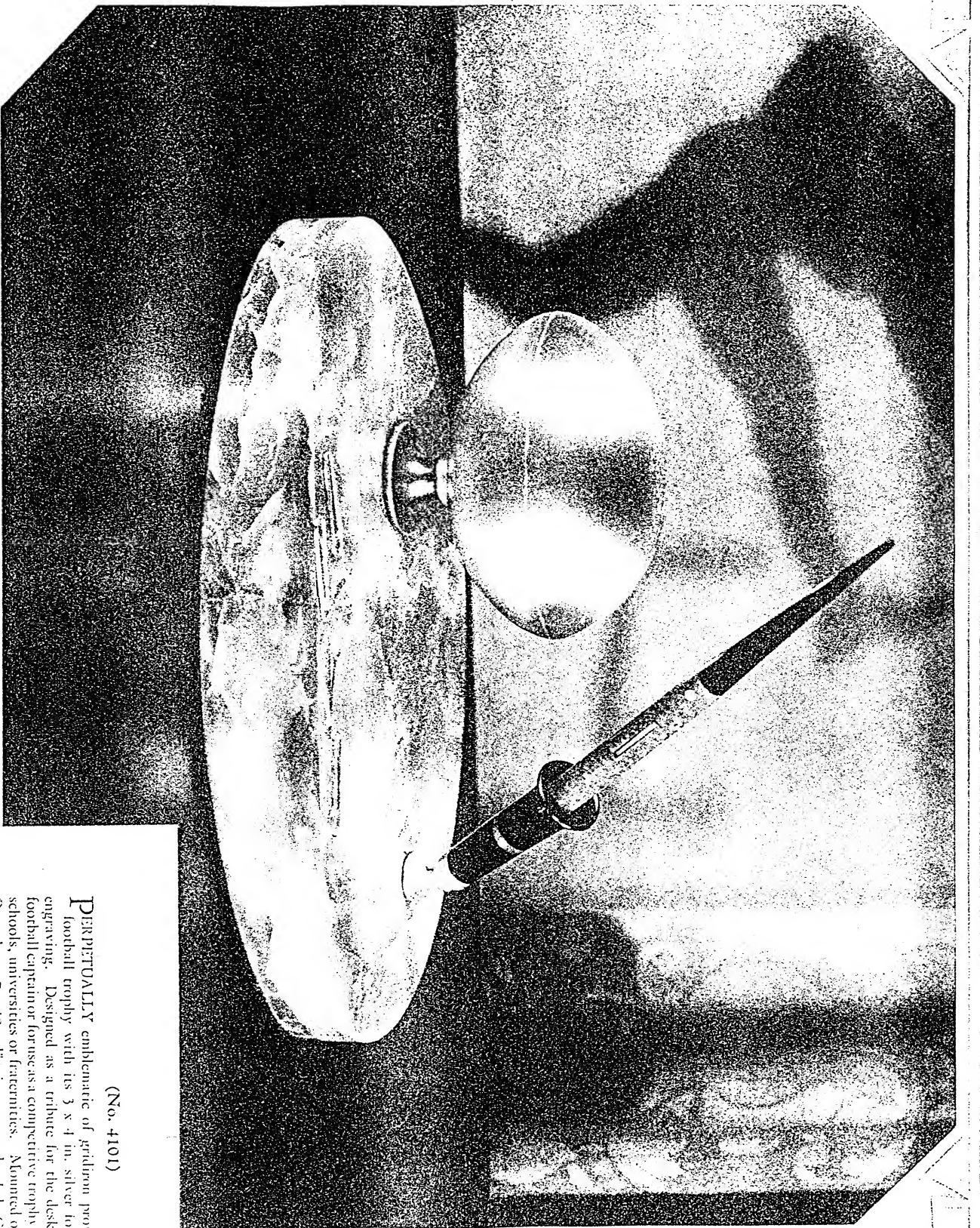
Bronze, List price \$30

THE thrill of action in a football trophy suitable for individual or team award. Perpetual or three-time championship trophy for the lounge of the club or office of the president or athletic director. Two Jet Black Lifetime Desk Fountain-pens, black receptacles with gold bands, one rimmed with red. Green Brazilian Onyx scroll base, 8 x 16 x 7/8 in. mounted with sterling silver name-plate for engraving. Bronze plated, kicking figure 9 1/2 in. high.

Bronze, List price \$115

(No. 4109)

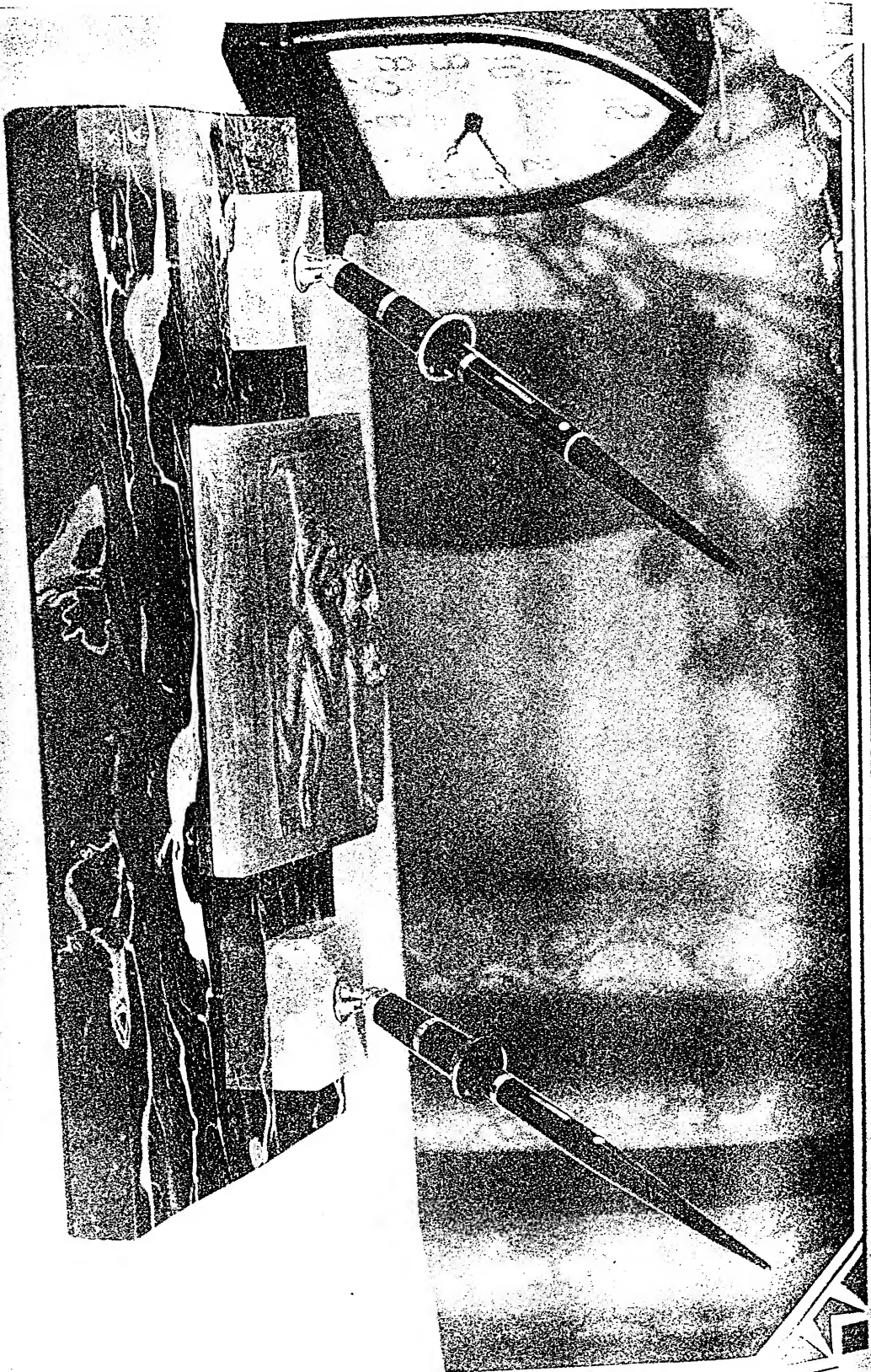




(No. 4101)

PERPTUALLY emblematic of gradiron prowess, this effective football trophy with its 3 x 4 in. silver football, suitable for engraving. Designed as a tribute for the desk of the graduating football captain or for use as a competitive trophy between rival high schools, universities or fraternities. Mounted on a Green Brazilian Onyx base, 7 x 10 x 1¹/₁₆ in., grooved. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band.

Silver, List price \$50



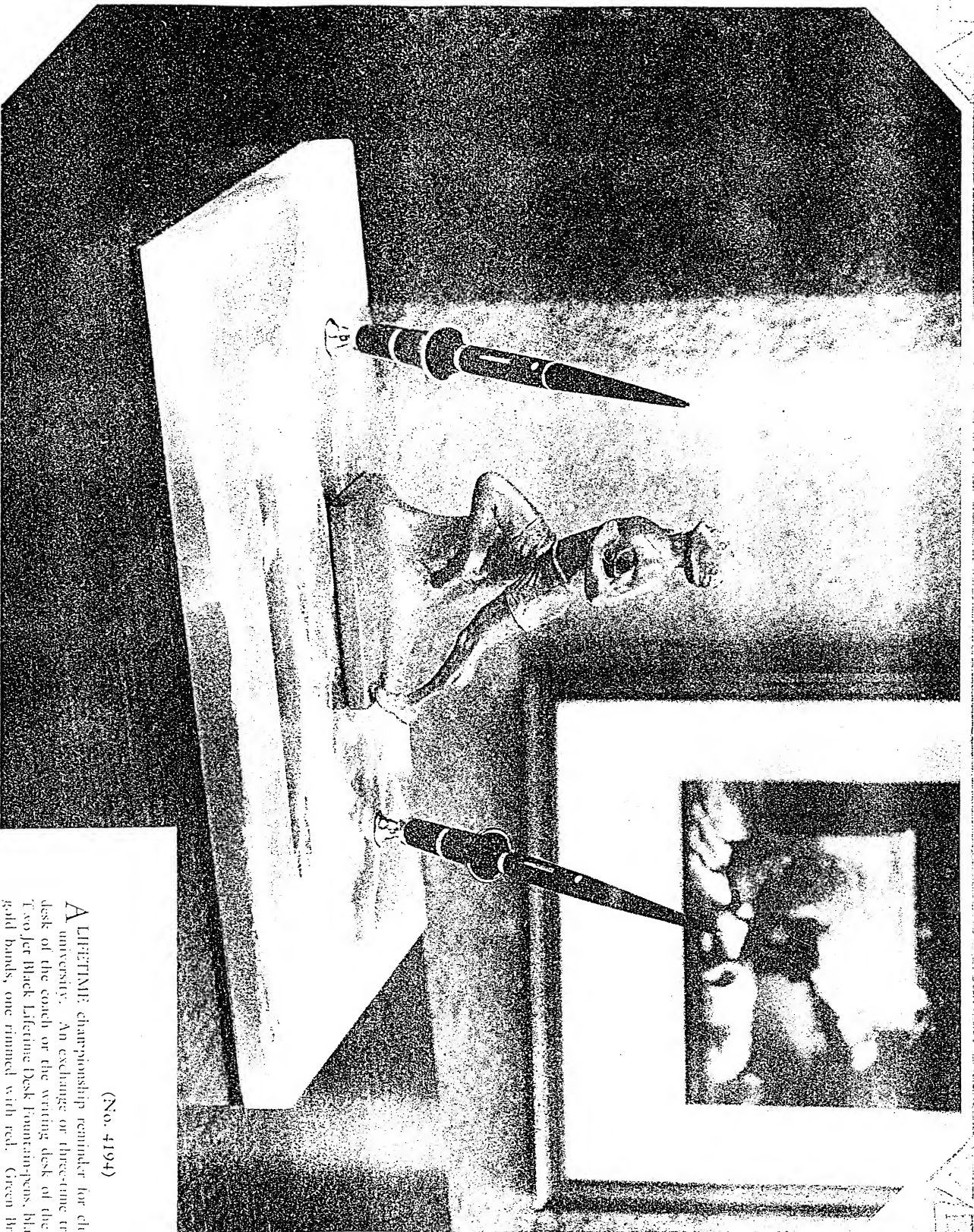
(No. 4103)

HANDSOME bronze football tablet Desk Set for the desk of football lovers. May also serve as exchange trophy between high schools, universities or clubs, belonging to the organization winning the championship five times. Two Jet Black Lifetime Desk Fountain-pens, black receptacles with gold bands, one trimmed with red, both mounted on Green Brazilian Onyx. Italian Black and Gold Marble base, 14 x 8 $\frac{1}{4}$ x 7 $\frac{3}{8}$ in., grooved. Bronze tablet, mounted on Green Brazilian Onyx, 6 x 4 $\frac{1}{4}$ in.

Bronze, List price \$125

57A

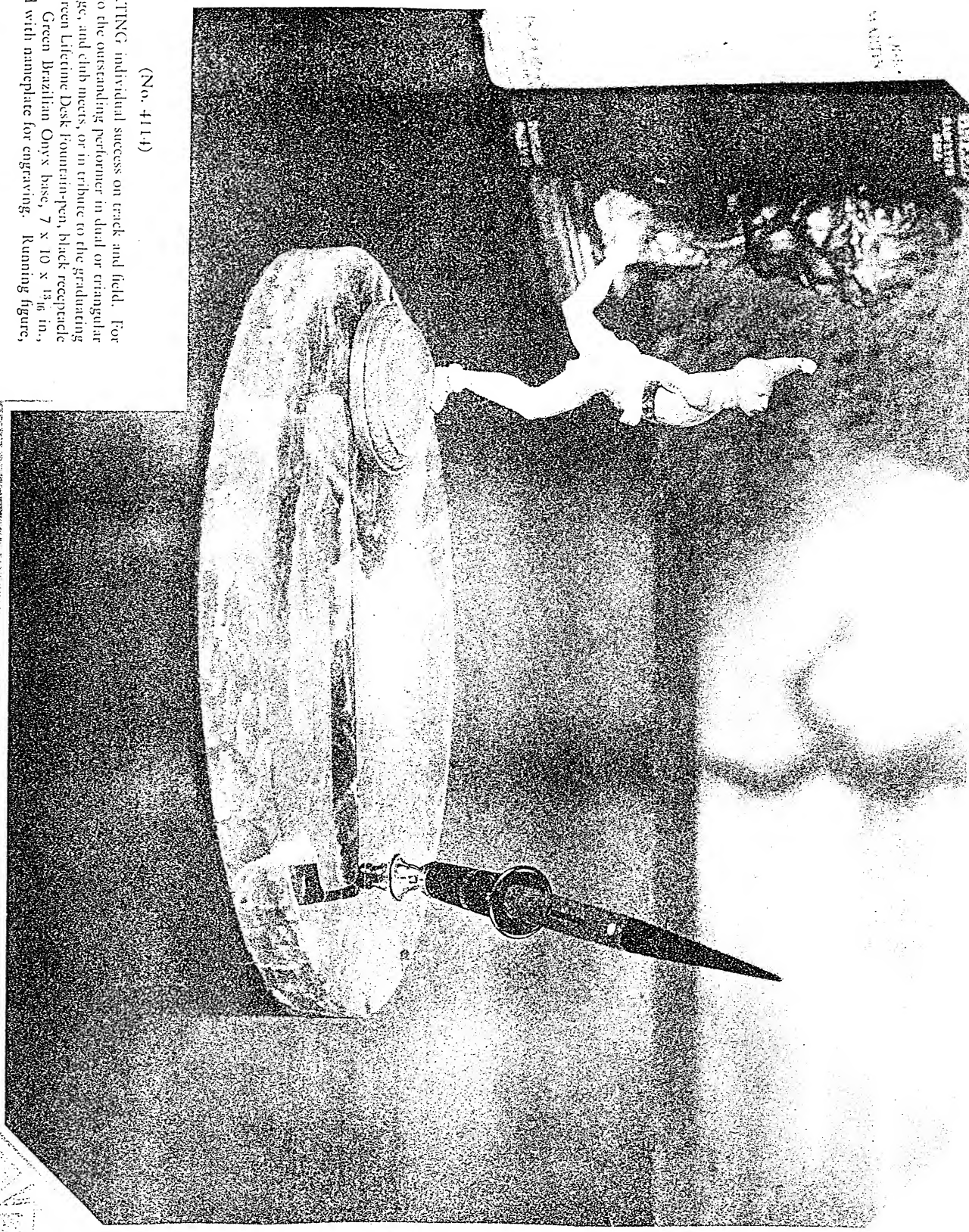
57A



(No. 4194)

A LIFETIME championship reminder for club, high school or university. An exchange or three-time trophy for the office desk of the coach or the writing desk of the fraternity or club. Two Jet Black Lifetime Desk Fountain-pens, black receptacles with gold bands, one rimmed with red. Green Brazilian Onyx base, 8 x 14 x 7 1/2 in., grooved, mounted with sterling silver nameplate for engraving. Sprinting figure, 6 1/2 in. high.

Bronze, List price \$70

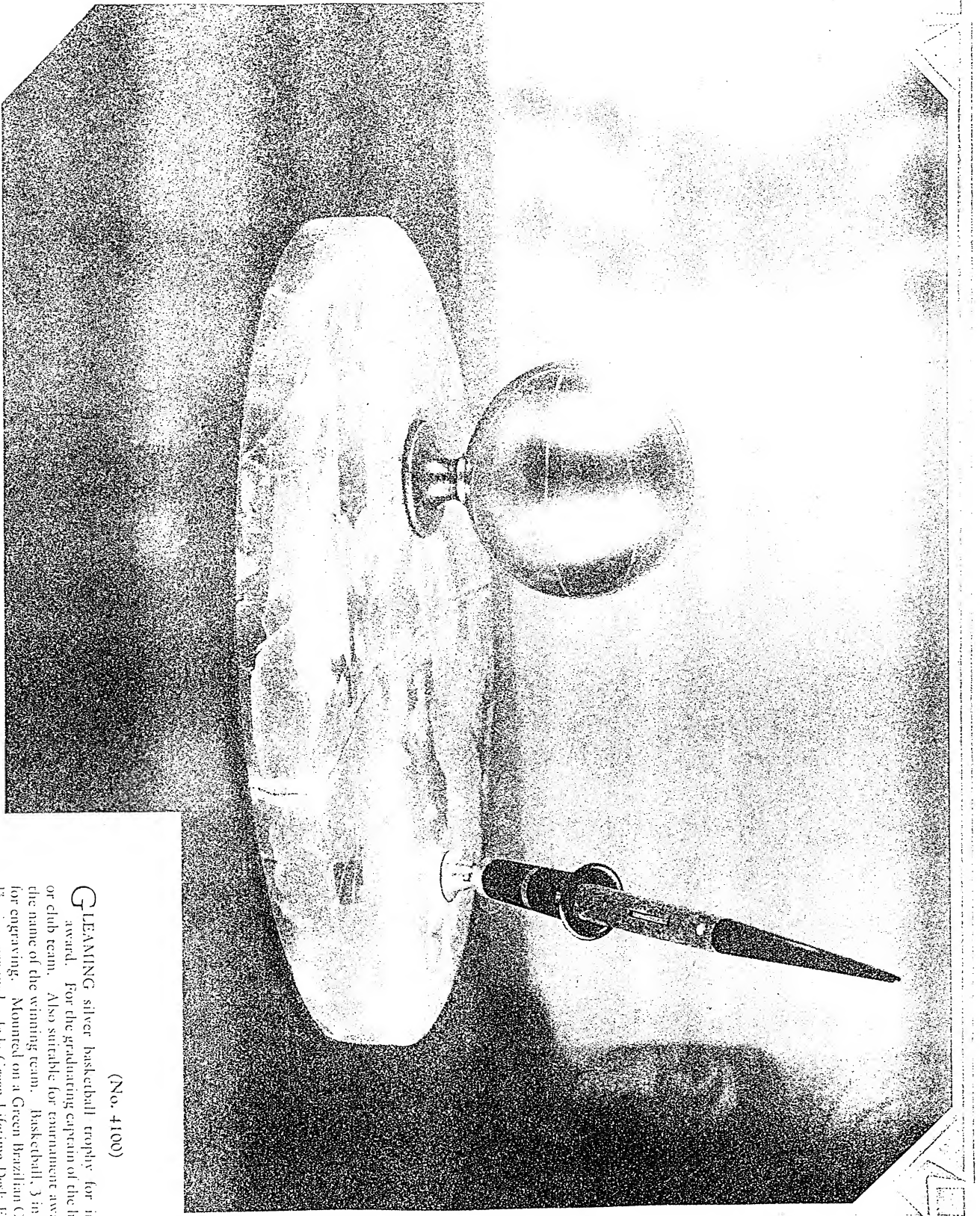


(No. 4114)

COMMEMORATING individual success on track and field. For presentation to the outstanding performer in dual or triangular high school, college, and club meets, or in tribute to the graduating track captain. Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 7 x 10 x 13¹⁶ in., grooved, mounted with nameplate for engraving. Running figure, 5⁷/₈ in. high.

- Bronze, List price \$42
- Silver, List price \$43
- Gold, List price \$44

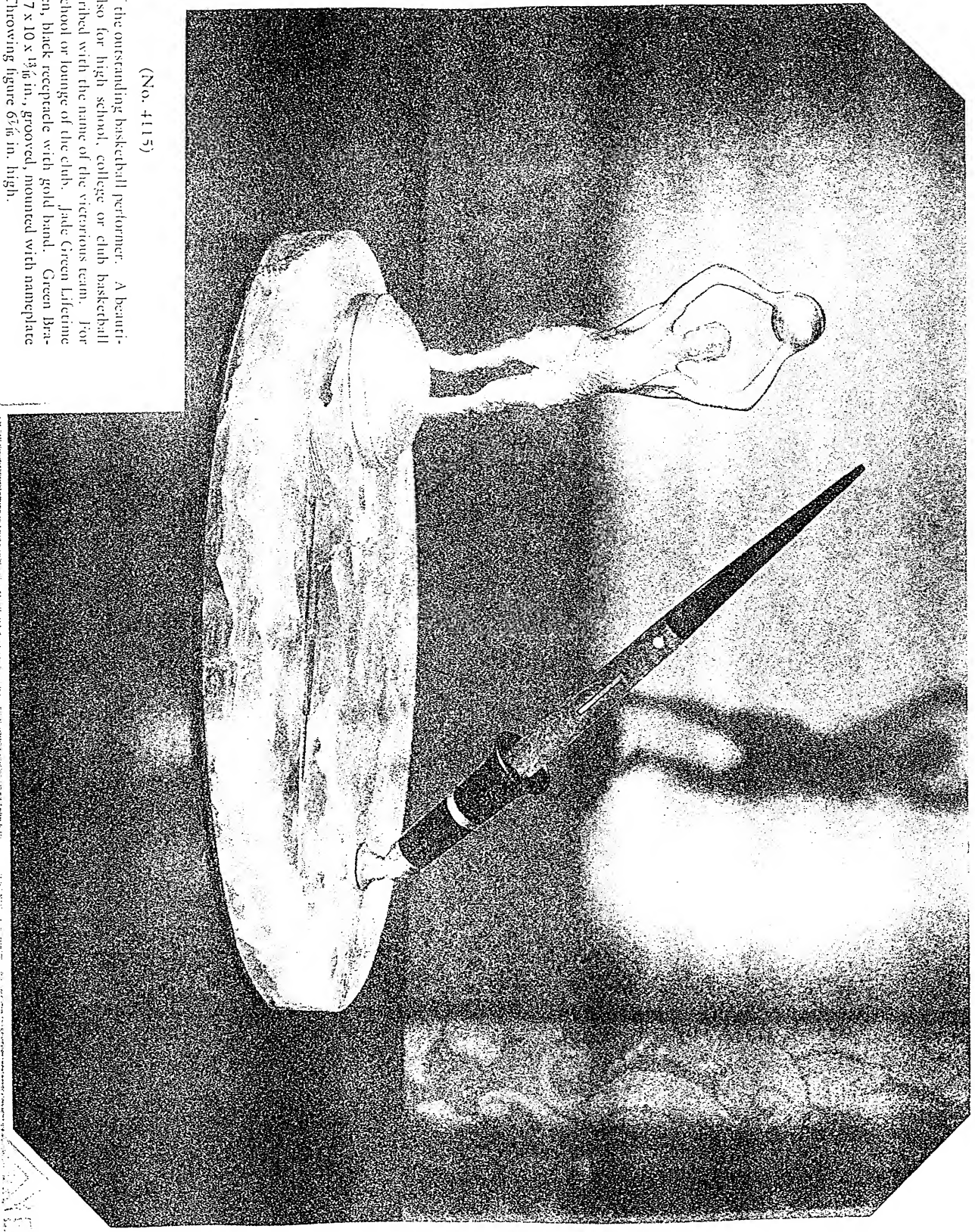
77A



(No. 4100)

GLEANING silver basketball trophy for individual or team award. For the graduating captain of the high school, college or club team. Also suitable for tournament award, inscribed with the name of the winning team. Basketball, 3 in. diameter, suitable for engraving. Mounted on a Green Brazilian Onyx base, 7 x 10 x 1 1/16 in., grooved. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band.

Silver, List price \$50

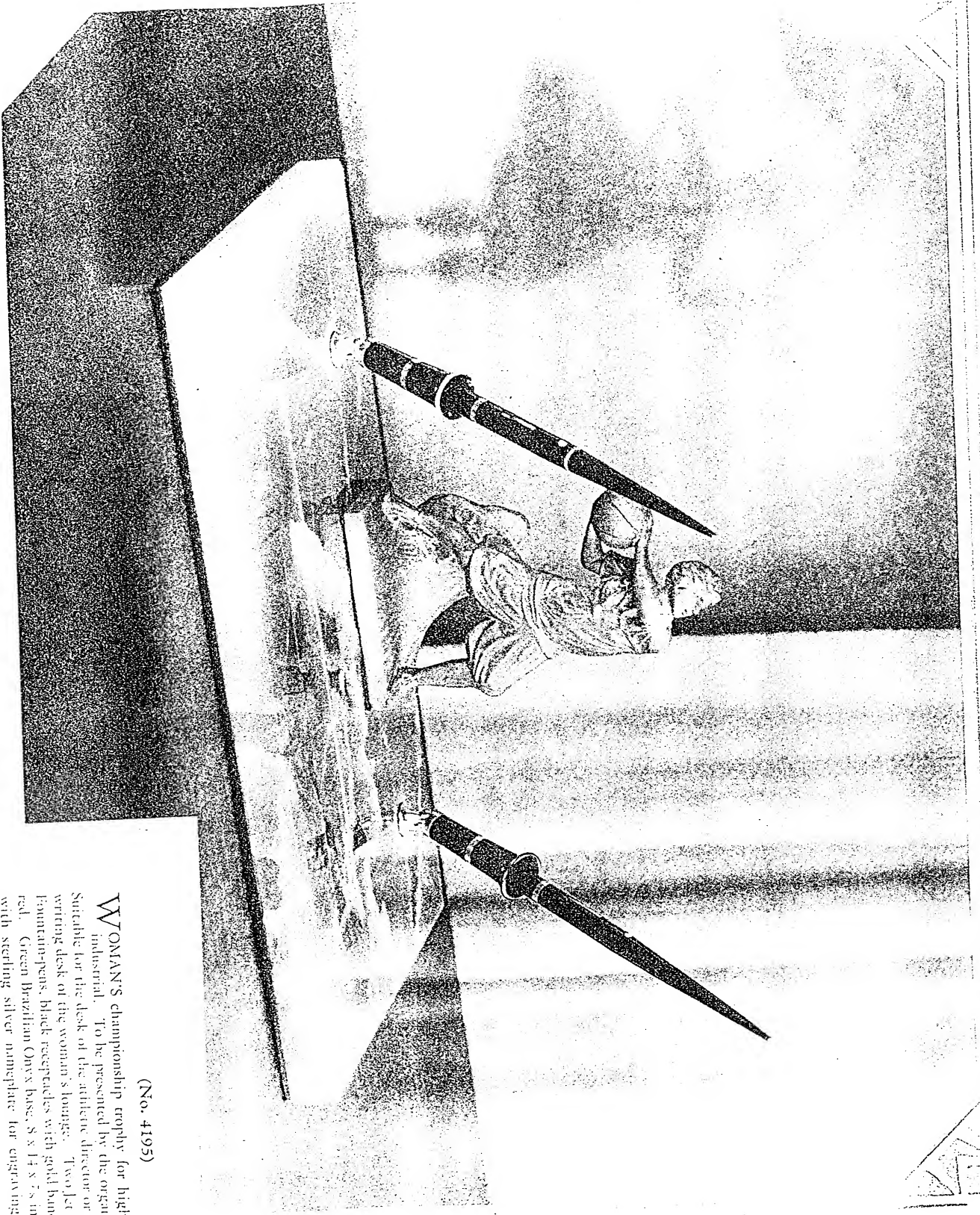


(No. 4115)

FOR the desk of the outstanding basketball performer. A beautiful trophy also for high school, college or club basketball tournaments, inscribed with the name of the victorious team. For the office of the school or lounge of the club. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 7 x 10 x 1 1/16 in., grooved, mounted with nameplate for engraving. Throwing figure 6 1/16 in. high.

- Bronze, List price \$42
- Silver, List price \$43
- Gold, List price \$44





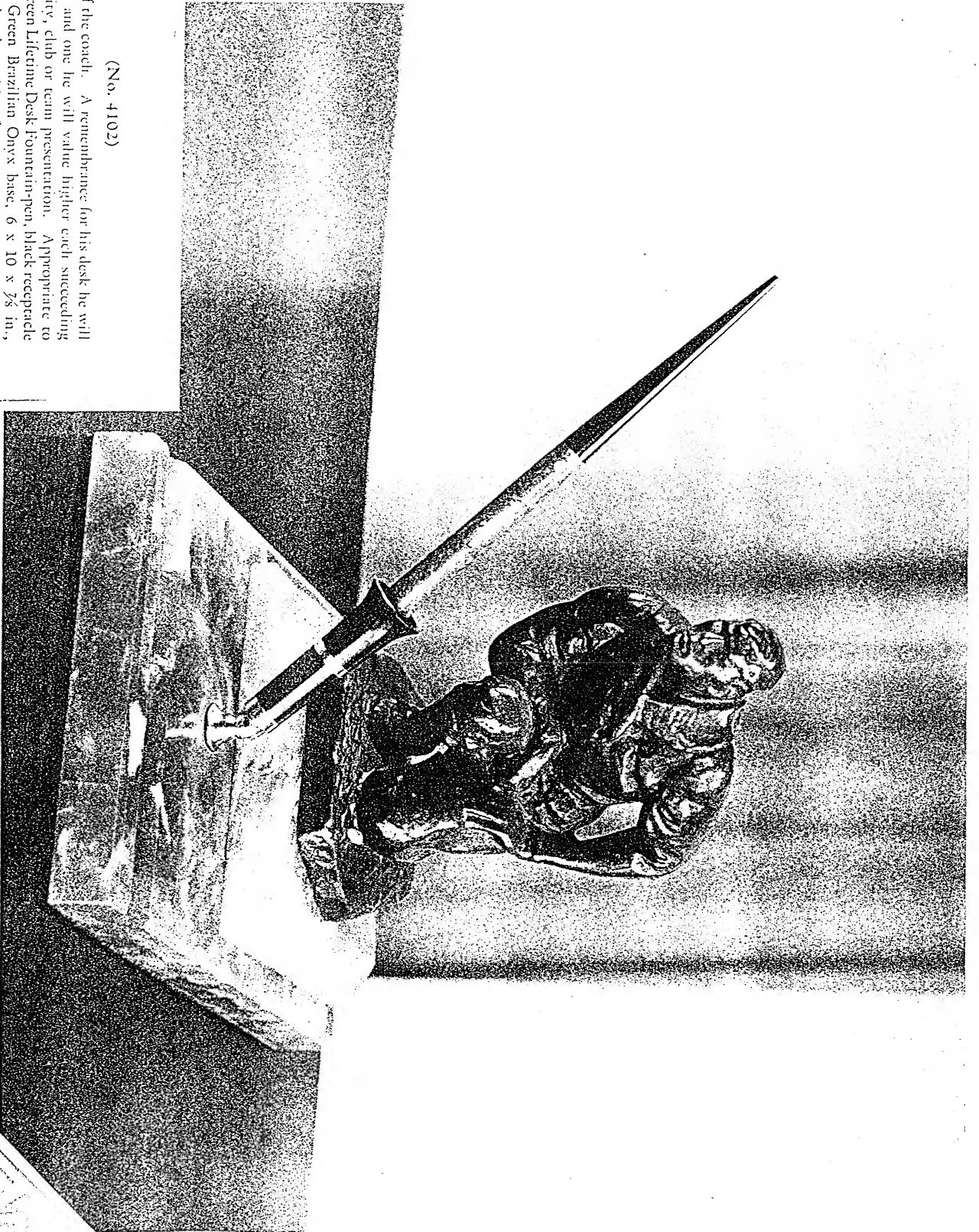
(No. 4195)

WOMAN'S championship trophy for high school, college or industrial. To be presented by the organization represented. Suitable for the desk of the athletic director or president, or for the writing desk of the woman's lounge. Two Jet Black Lifting Desk fountain-pens, black receptacles with gold bands, one rimmed with red. Green Brazilian Onyx base, 8 x 14 x 7 1/2 in., grooved, mounted with sterling silver nameplate for engraving. Throwing figure, 6 1/2 in. high.

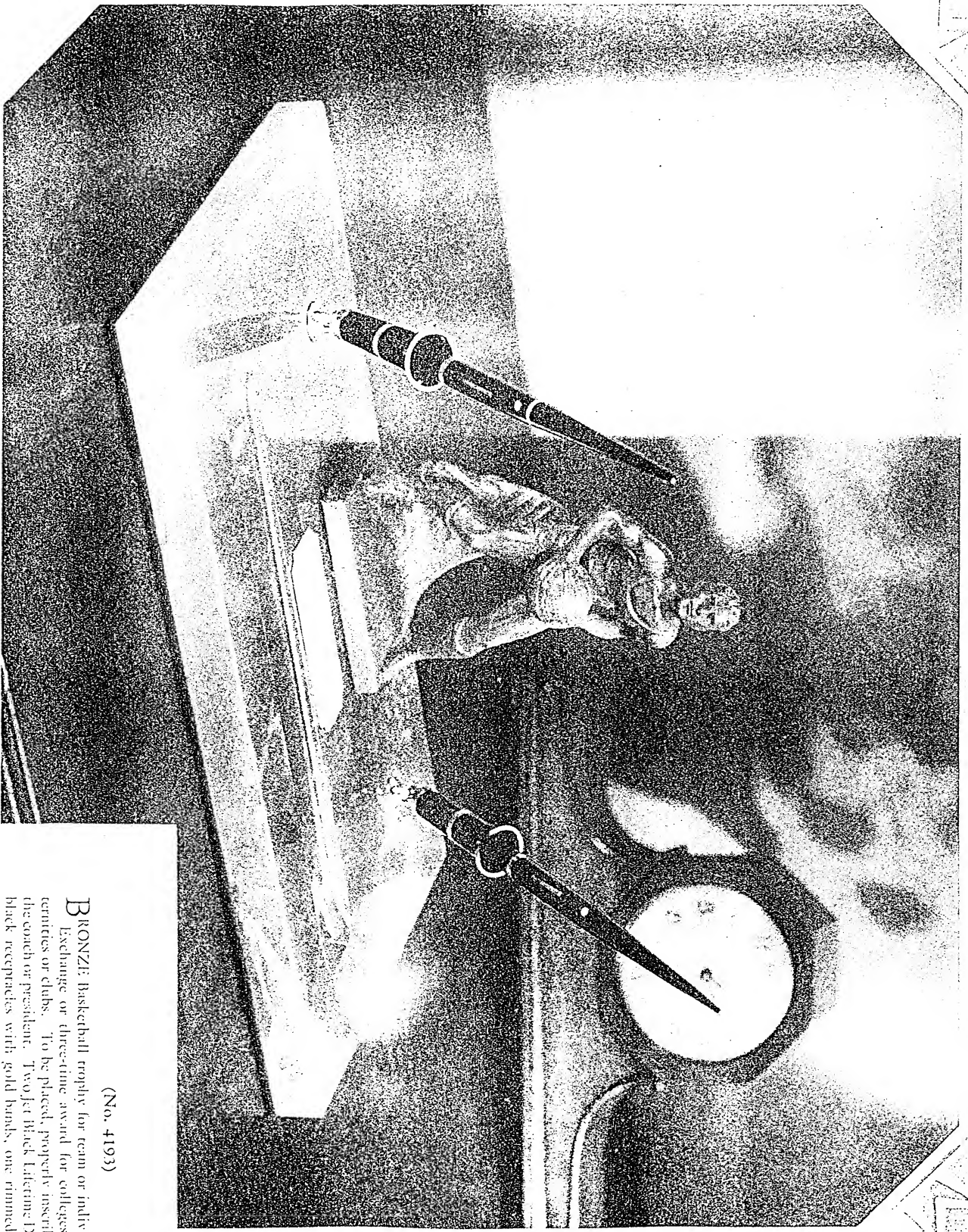
Bronze, List price \$70

IN appreciation of the coach. A remembrance for his desk he will not soon forget and one he will value higher each succeeding year. For university, club or team presentation. Appropriate to all sports. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 6 x 10 x 7½ in., grooved. Bronze plated coaching figure, 6 in. high.

Bronze, List price \$75



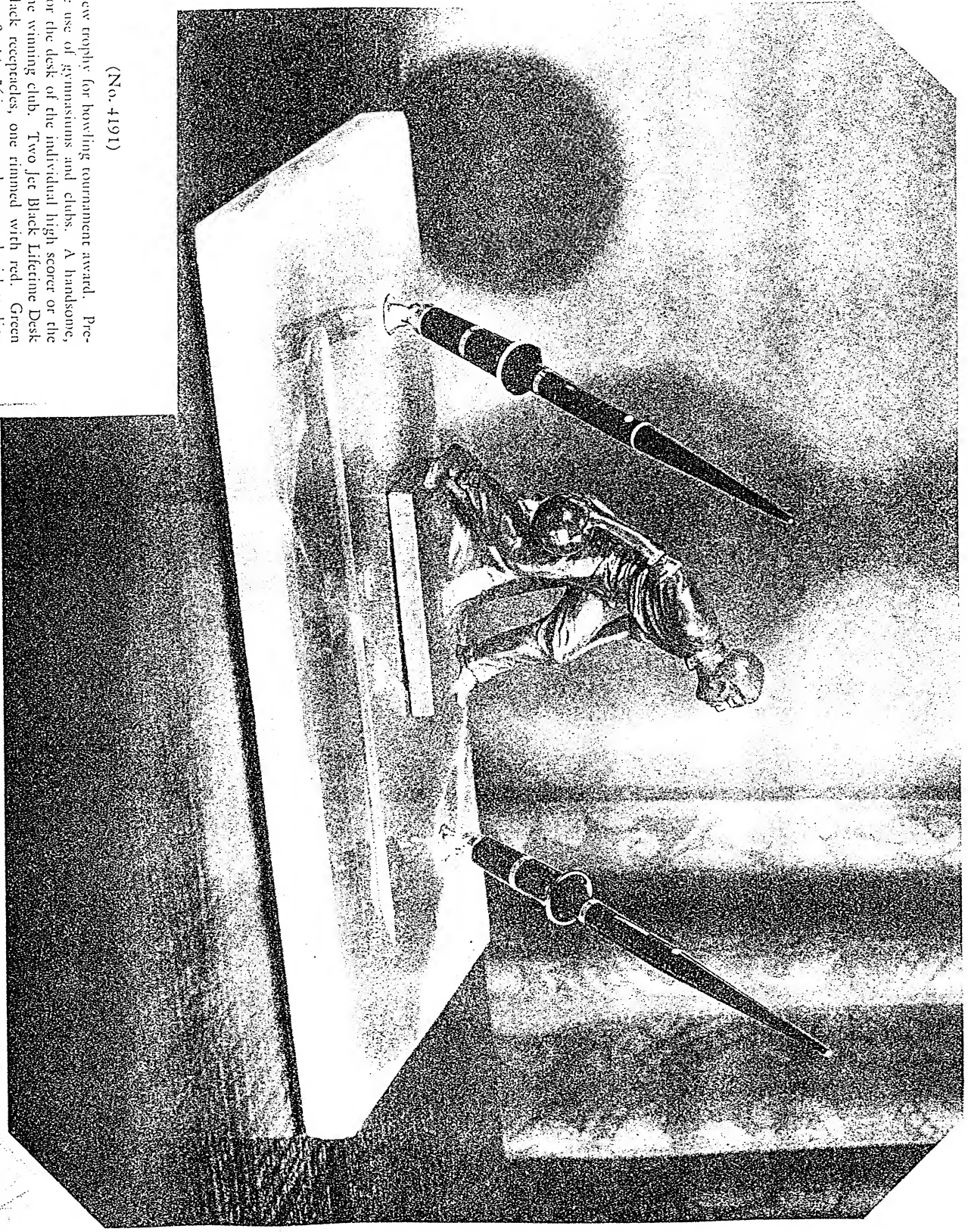
(No. 4102)



(No. 4193)

BRONZE: Basketball trophy for team or individual achievement, exchange or three-time award for colleges, universities, fraternities or clubs. To be placed, properly inscribed, on the desk of the coach or president. Two Jet Black Lifetime Desk Fountain-pens, black receptacles with gold bands, one rimmed with red. Green Brazilian Onyx base, 8 x 14 x 7 in., grooved, mounted with sterling silver nameplate for engraving. Crouching figure, 6 1/2 in. high.

Bronze, List price \$70

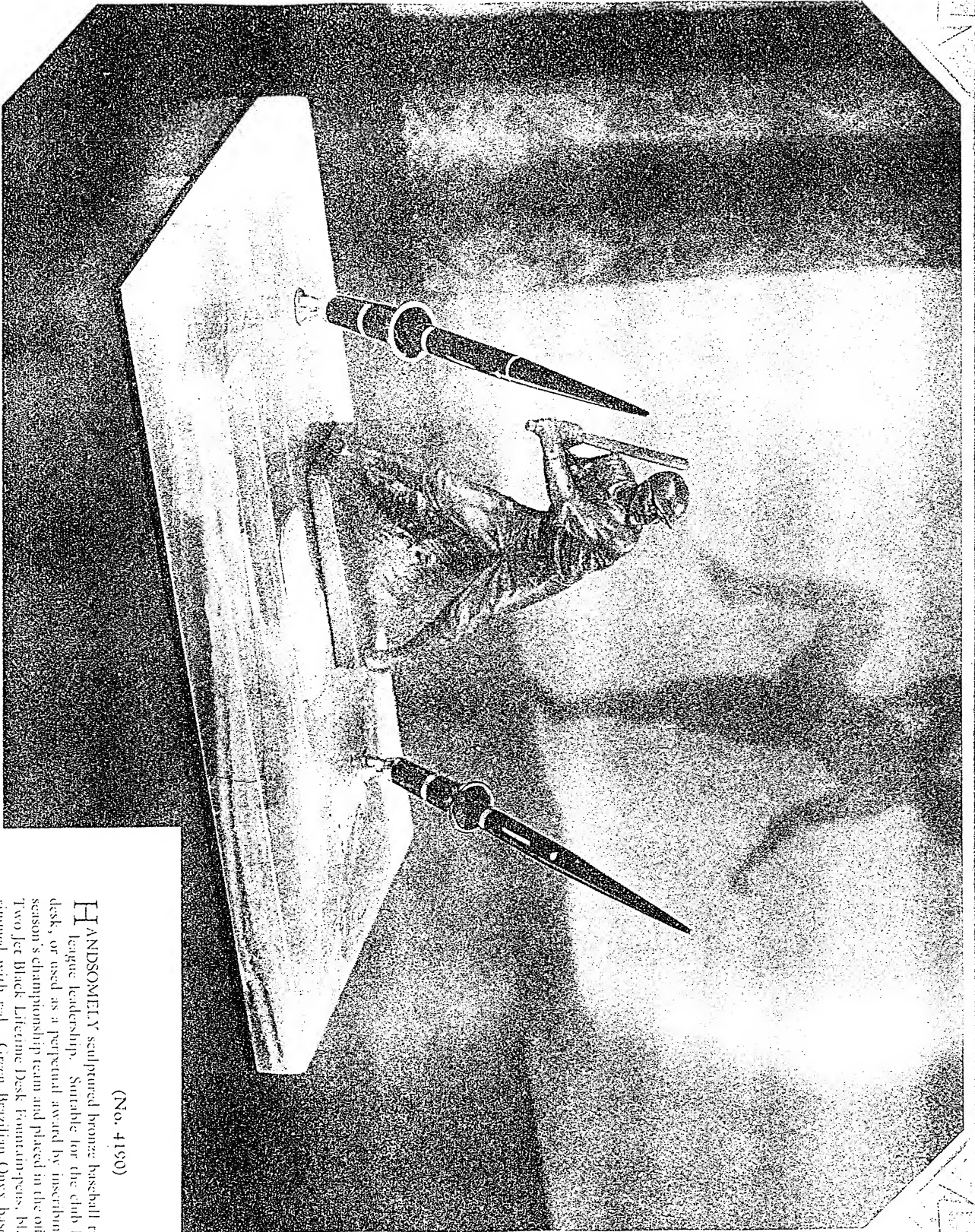


(No. 4191)

THE modern, new trophy for bowling tournament award. Presented for the use of gymnasiums and clubs. A handsome, practical award for the desk of the individual high scorer or the living room of the winning club. Two Jet Black Lifetime Desk Fountain-pens, black receptacles, one rimmed with red. Green Brazilian Onyx base, 8 x 14 x 7/8 in., grooved, mounted with sterling silver nameplate for engraving. Bowling figure, 5 7/8 in. high.

Bronze, List price \$70





(No. 4190)

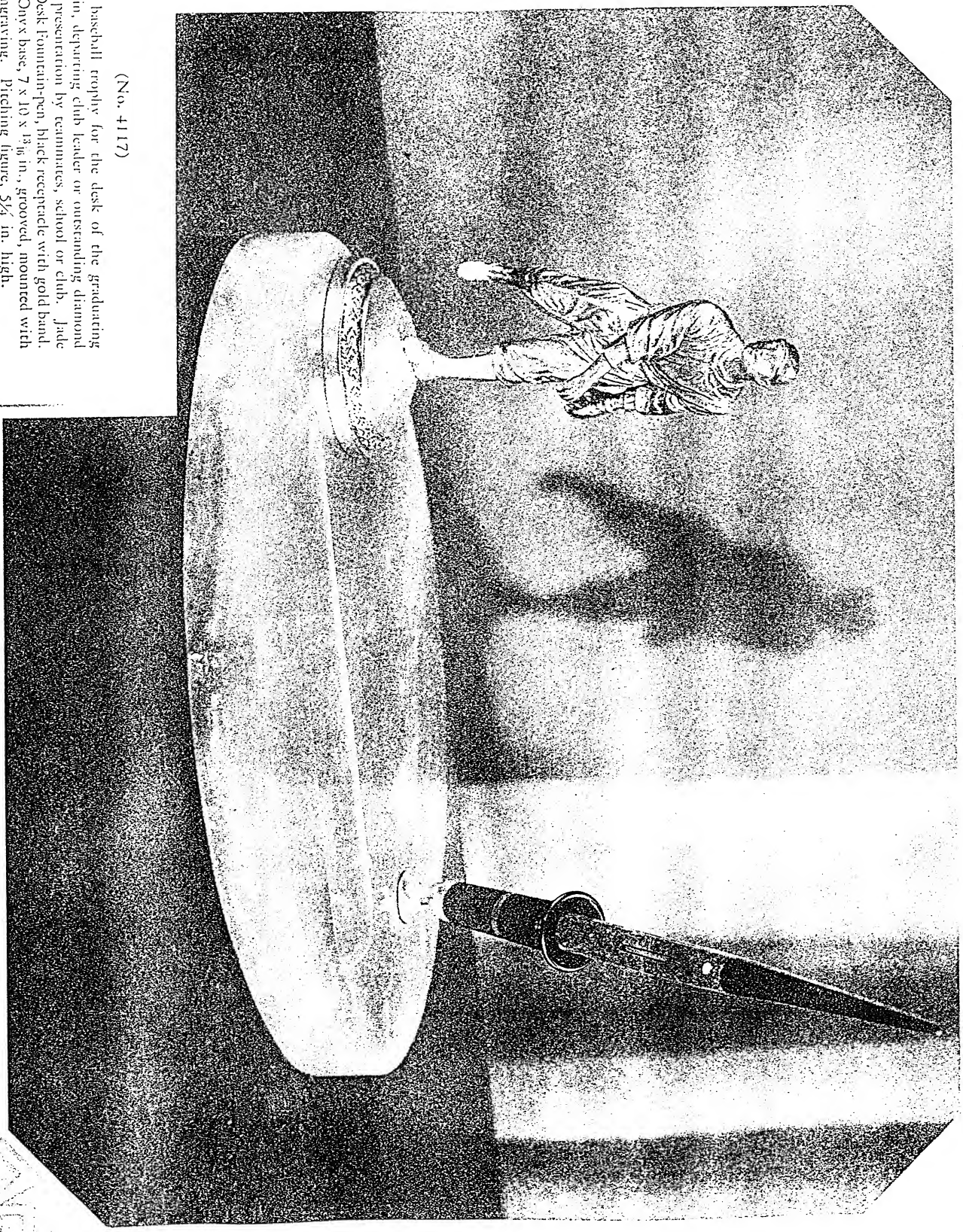
HANDSOMELY sculptured bronze trophy, symbolizing league leadership. Suitable for the club house or manager's desk, or used as a perpetual award by inscribing the name of each season's championship team and placed in the office of the president. Two Jet Black Lifetime Desk Fountain-pens, black receptacles, one rimmed with red. Green Brazilian Onyx base, 8 x 14 x 7 1/2 in., grooved, mounted with sterling silver nameplate for engraving. Baring figure, 6 1/2 in. high.

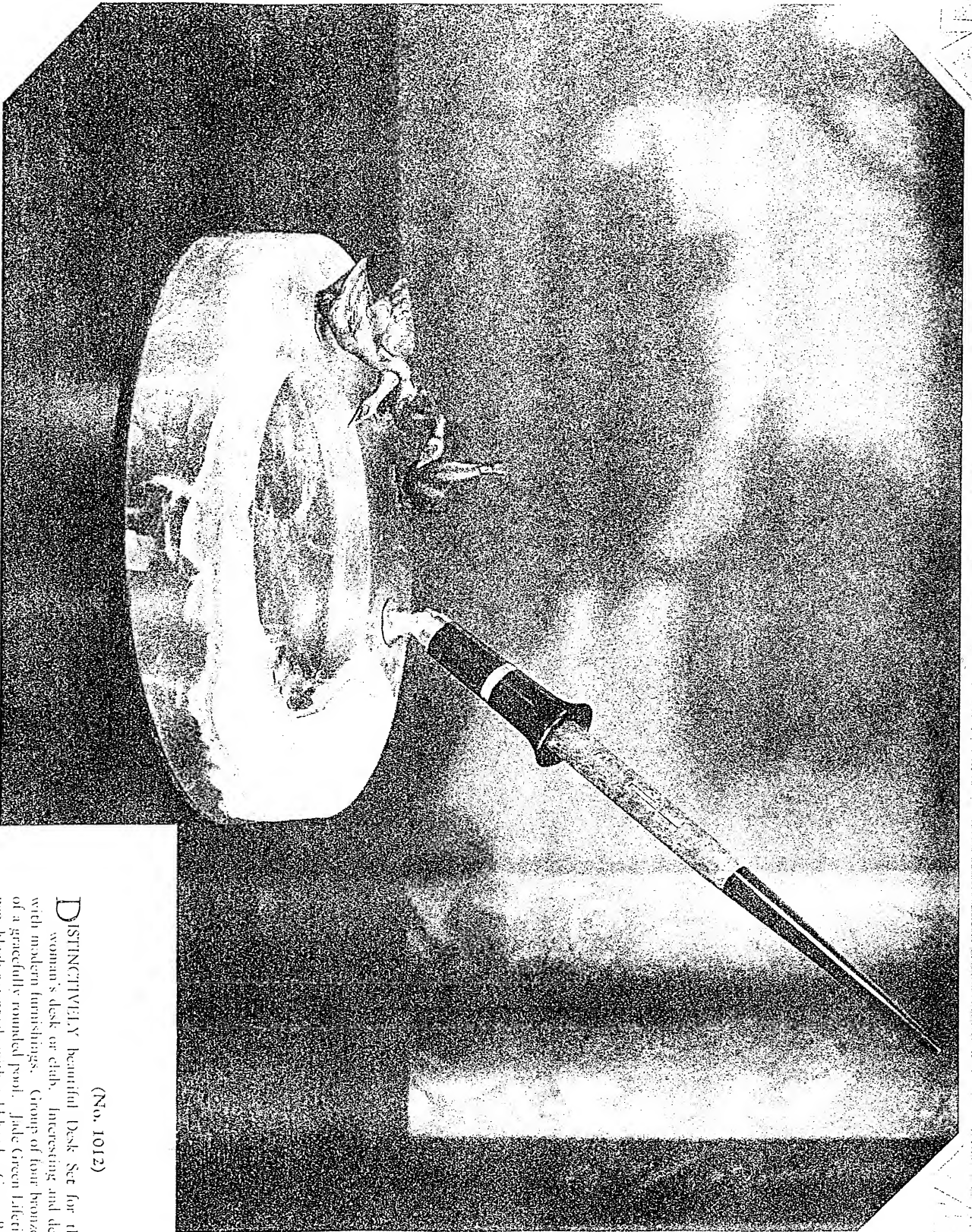
Bronze, List price \$70

SCULPTURED baseball trophy for the desk of the graduating college captain, departing club leader or outstanding diamond performer. For presentation by teammates, school or club. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 7 x 10 x 1 1/8 in., grooved, mounted with nameplate for engraving. Pitching figure, 5/4 in. high.

- Bronze, List price \$42
- Silver, List price \$43
- Gold, List price \$44

(No. 4117)

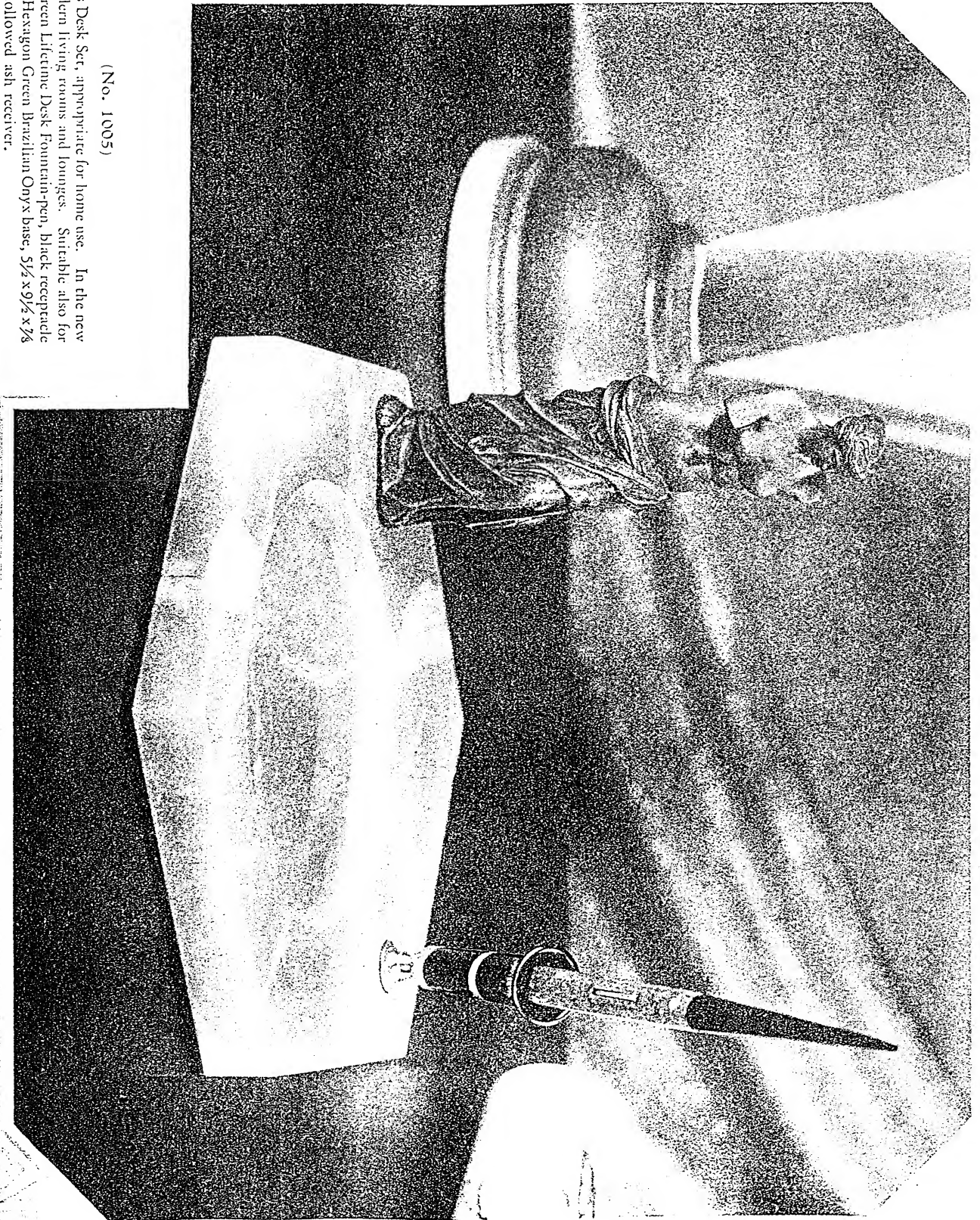




(No. 1012)

DISTINCTIVELY beautiful Desk Set for the home, business woman's desk or club. Interesting and decidedly in keeping with modern furnishings. Group of four bronze pieces on the edge of a gracefully rounded pool. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 7 in. diameter x 7/8 in. thick, with hollowed ash receiver.

Bronze, List price \$42.50



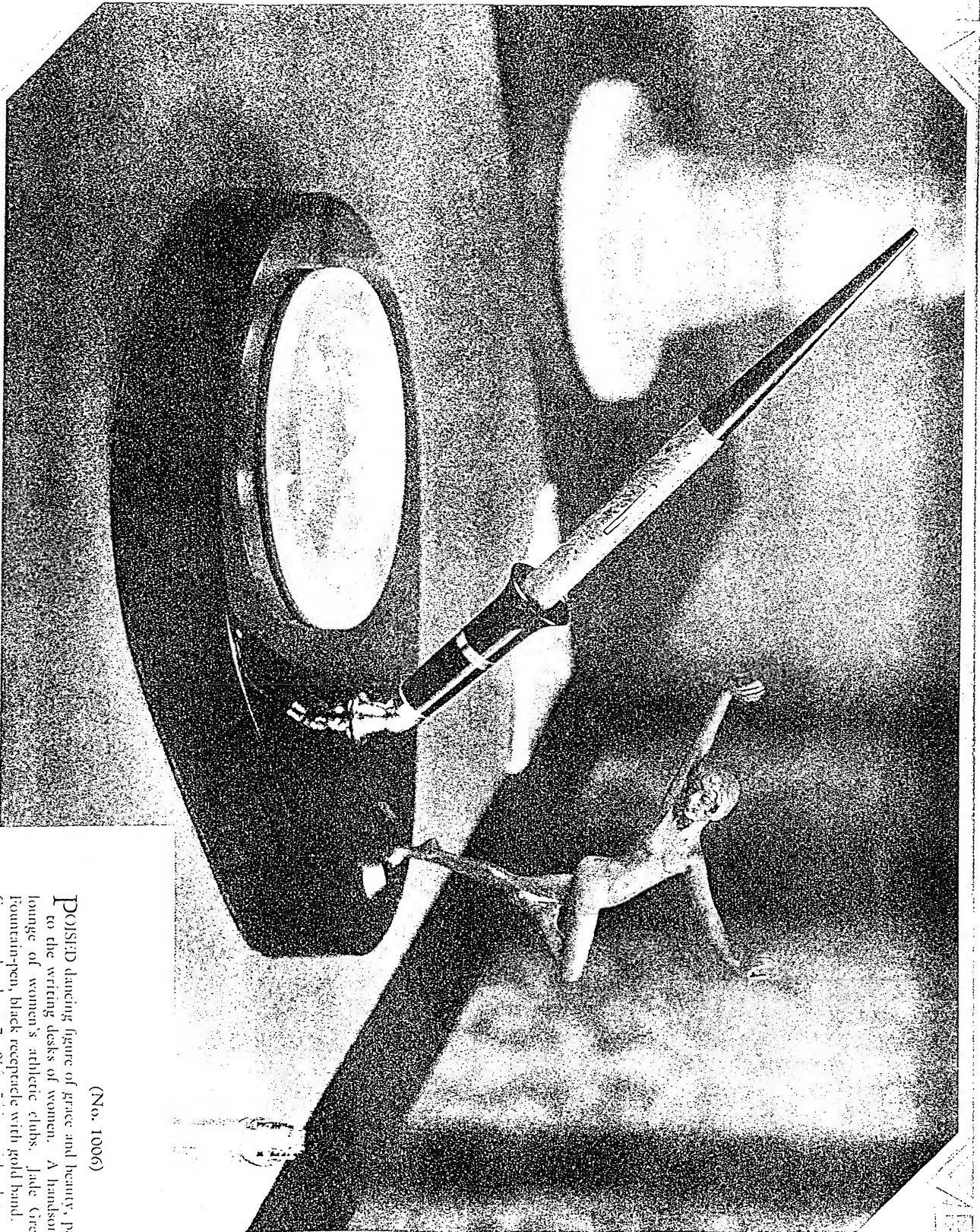
(No. 1005)

BRONZE Venus Desk Set, appropriate for home use. In the new mode for modern living, rooms and lounges. Suitable also for club use. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Hexagon Green Brazilian Onyx base, $5\frac{1}{2} \times 9\frac{1}{2} \times 7\frac{1}{4}$ in. thick, with hollowed ash receiver.

Bronze, List price \$58

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(No. 1006)

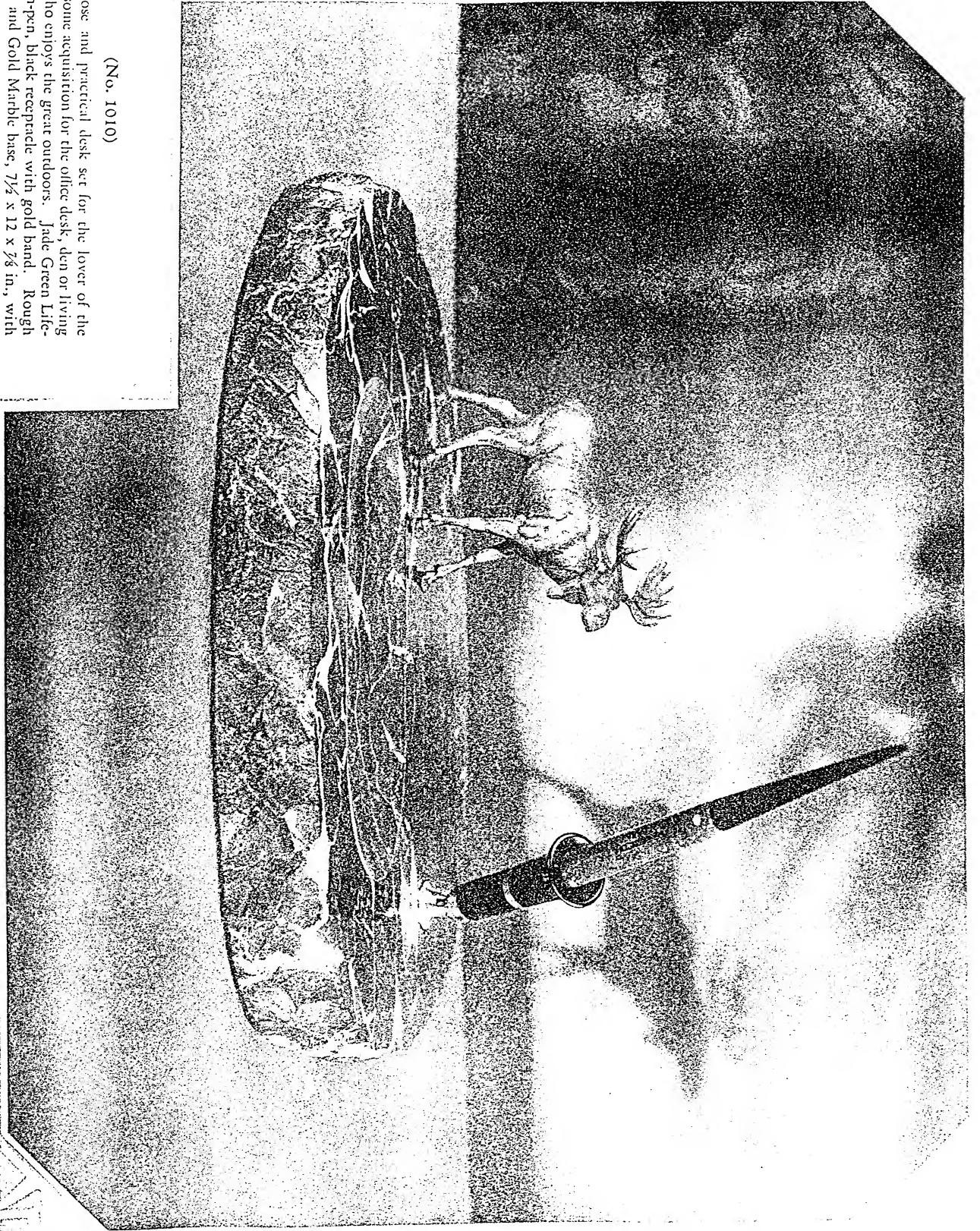
POLISHED dancing figure of grace and beauty, particularly adapted to the writing desks of women. A handsome addition to the lounge of women's athletic clubs. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Genuine Jet Black Carrara glass base, 7 x 9½ x 7 7/8 in., with ash tray of Green Brazilian Onyx.

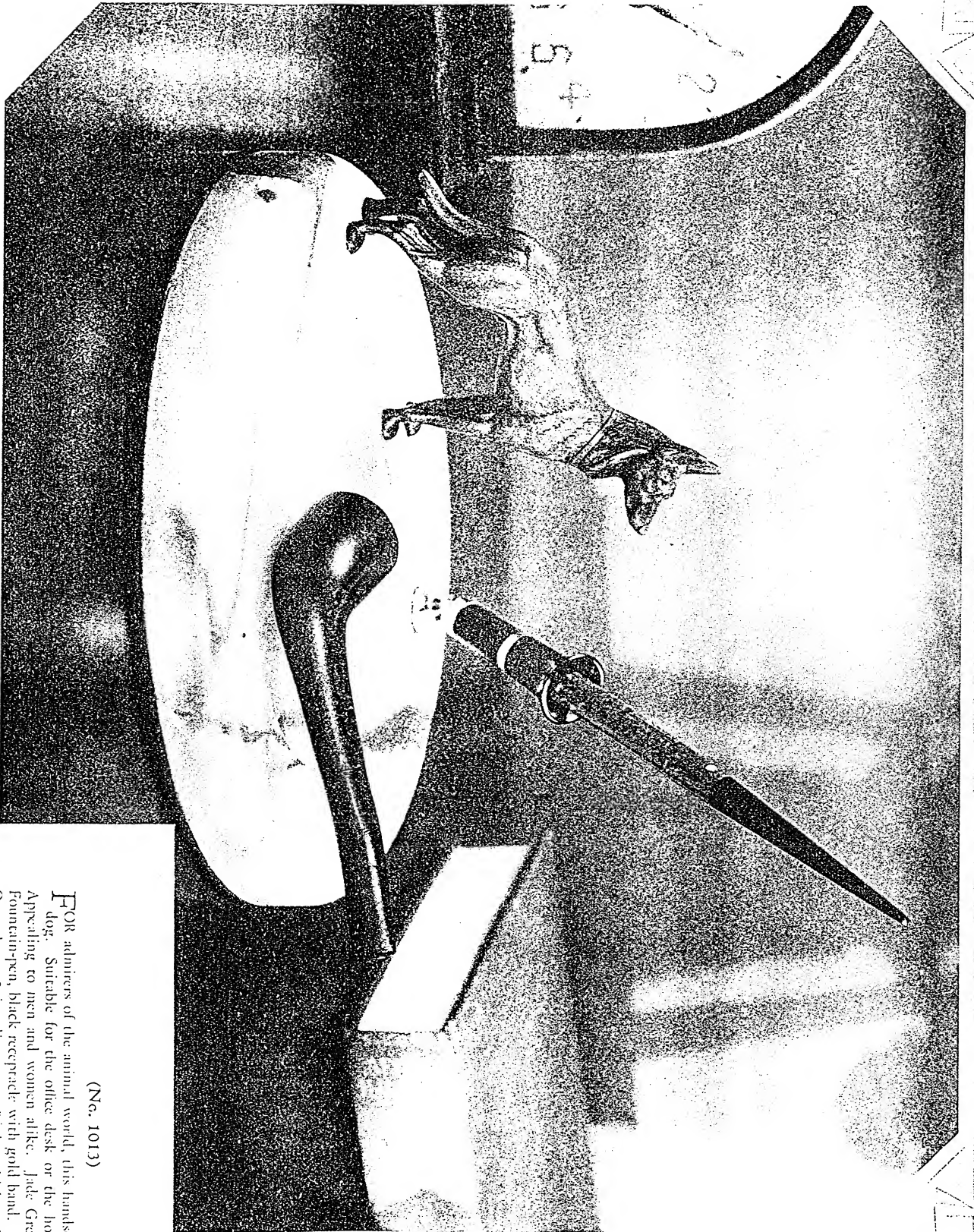
Bronze, List price \$48

THIS shaggy moose and practical desk set for the lover of the open. A handsome requisition for the office desk, den or living room of the man who enjoys the great outdoors. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Rough hewn Italian Black and Gold Marble base, 7 1/2 x 12 x 2 1/2 in., with hollowed ash receiver.

Bronze, List price \$47

(No. 1010)

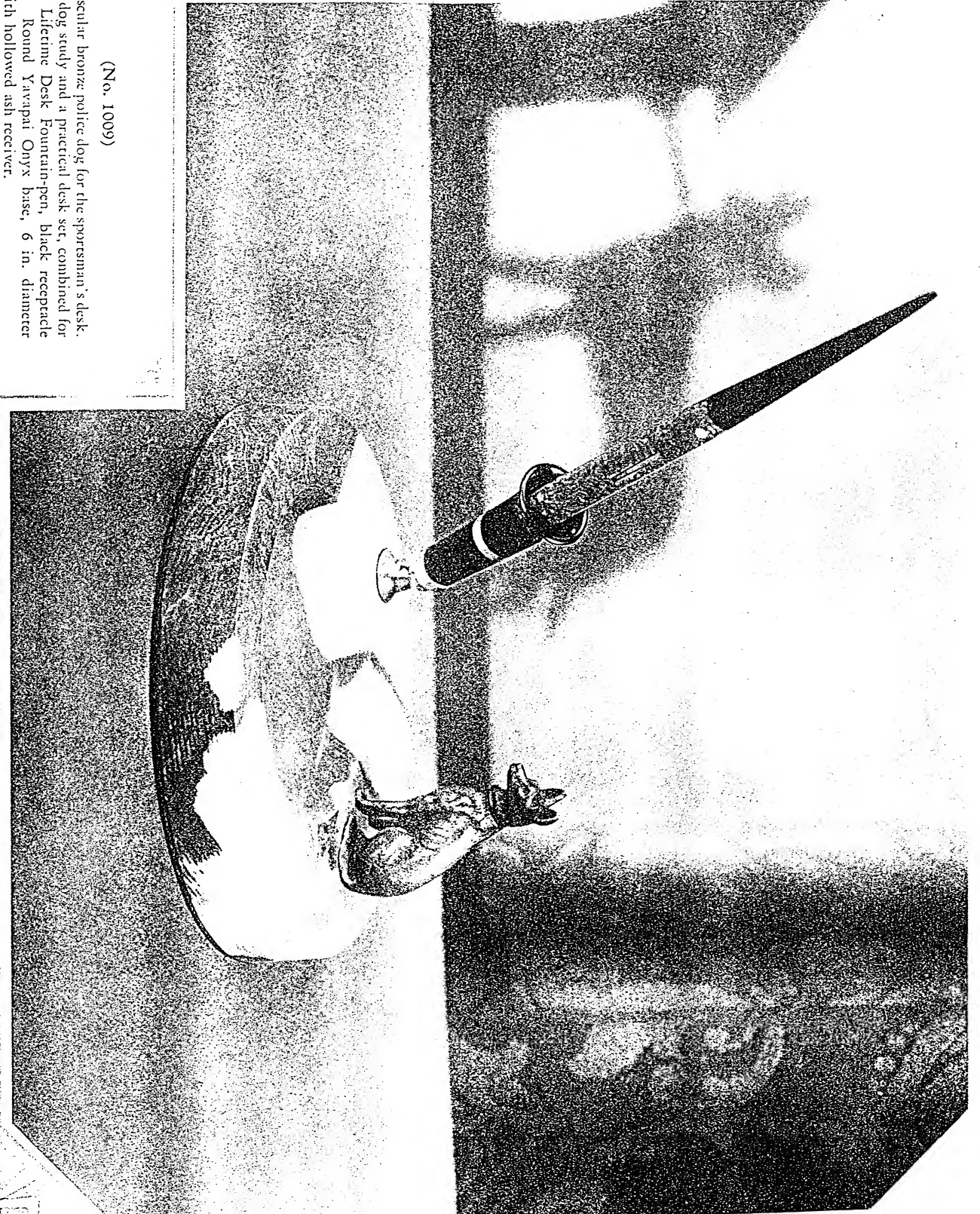




(No. 1013)

FOR admirers of the animal world, this handsome bronze police dog. Suitable for the office desk or the home writing desk. Appealing to men and women alike. Jade Green Lifetime Desk Fountain-pen, black receiver with gold band. Grenine Yavapai Onyx base, 9 in. diameter x 7 8 in. thick, with hollowed ash receiver. Dog 4 in. high and 5 in. long.

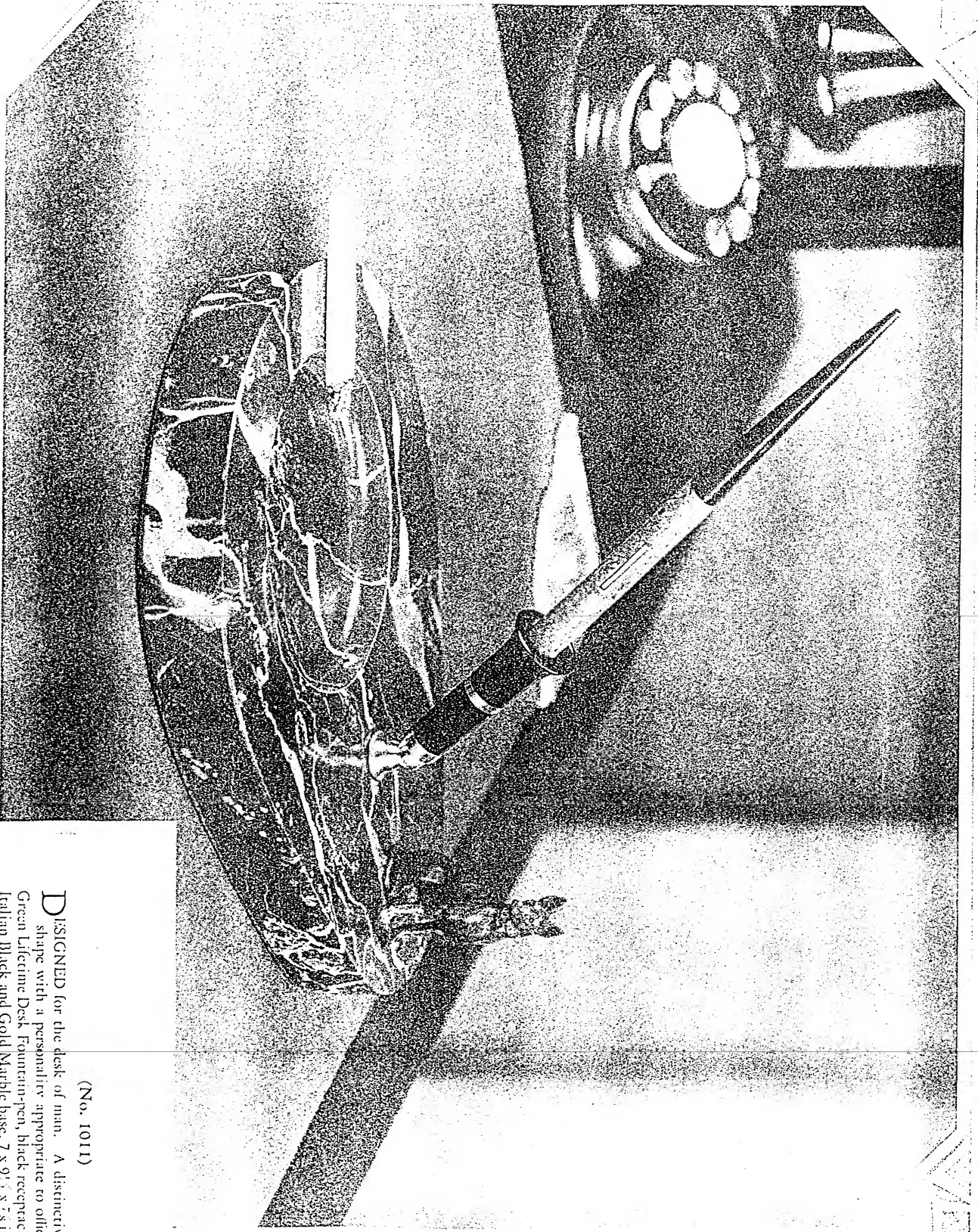
Bronze, List price \$45



(No. 1009)

THIS sturdy, muscular bronze police dog for the sportsman's desk. An interesting dog study and a practical desk set, combined for men. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Round Yavapai Onyx base, 6 in. diameter x $\frac{3}{8}$ in. thick, with hollowed ash receiver.

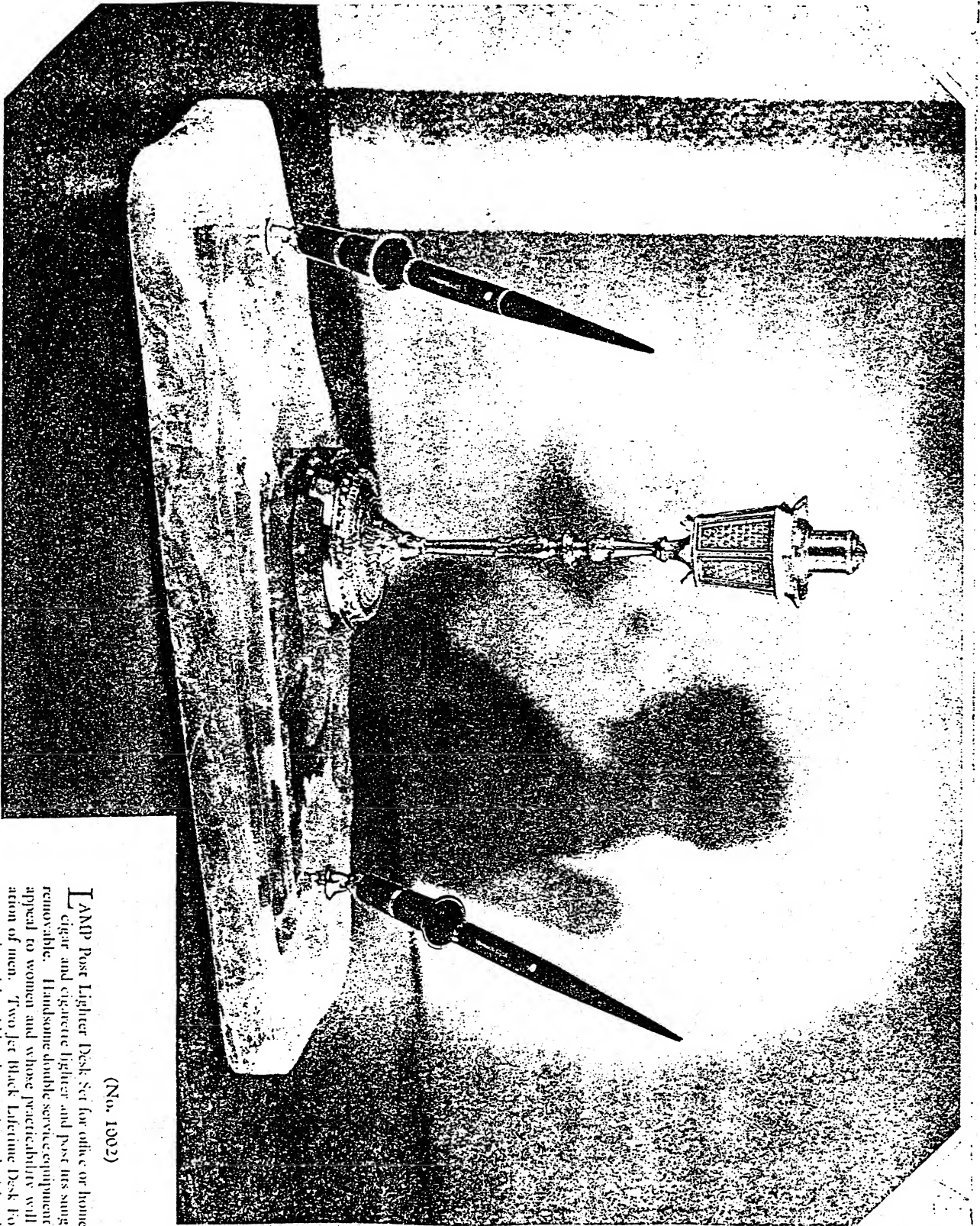
Bronze, List price \$28



(No. 1011)

DESIGNED for the desk of man. A distinctively different oval shape with a personality appropriate to office or home. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Italian Black and Gold Marble base, 7 x 9 $\frac{1}{2}$ x 7 $\frac{1}{8}$ in., with hollowed ash receiver.

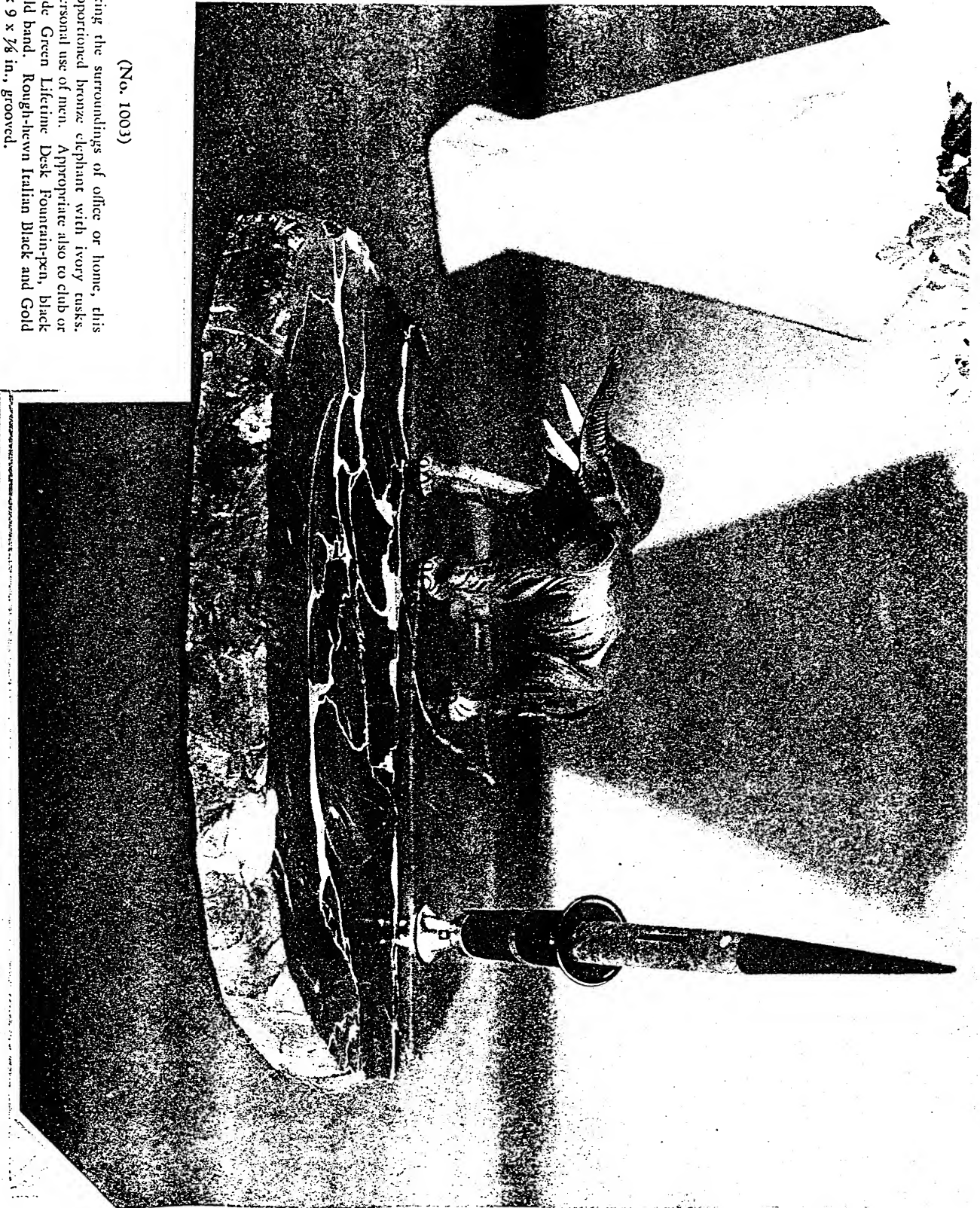
Bronze, List price \$35



(No. 1002)

LAMP Post Lighter Desk Set for office or home. This automatic cigar and cigarette lighter and post fits snugly into base and is removable. Handsome double service equipment whose beauty will appeal to women and whose practicality will arouse the admiration of men. Two Jet Black Lifetime Desk Fountainpens, black receptacles with gold bands, one rimmed with red. Green Brazilian Onyx scroll base, 8 x 16 x 7 1/2 in., grooved. Lamp 9 1/4 in. high.

Gold-Plated, List price \$105



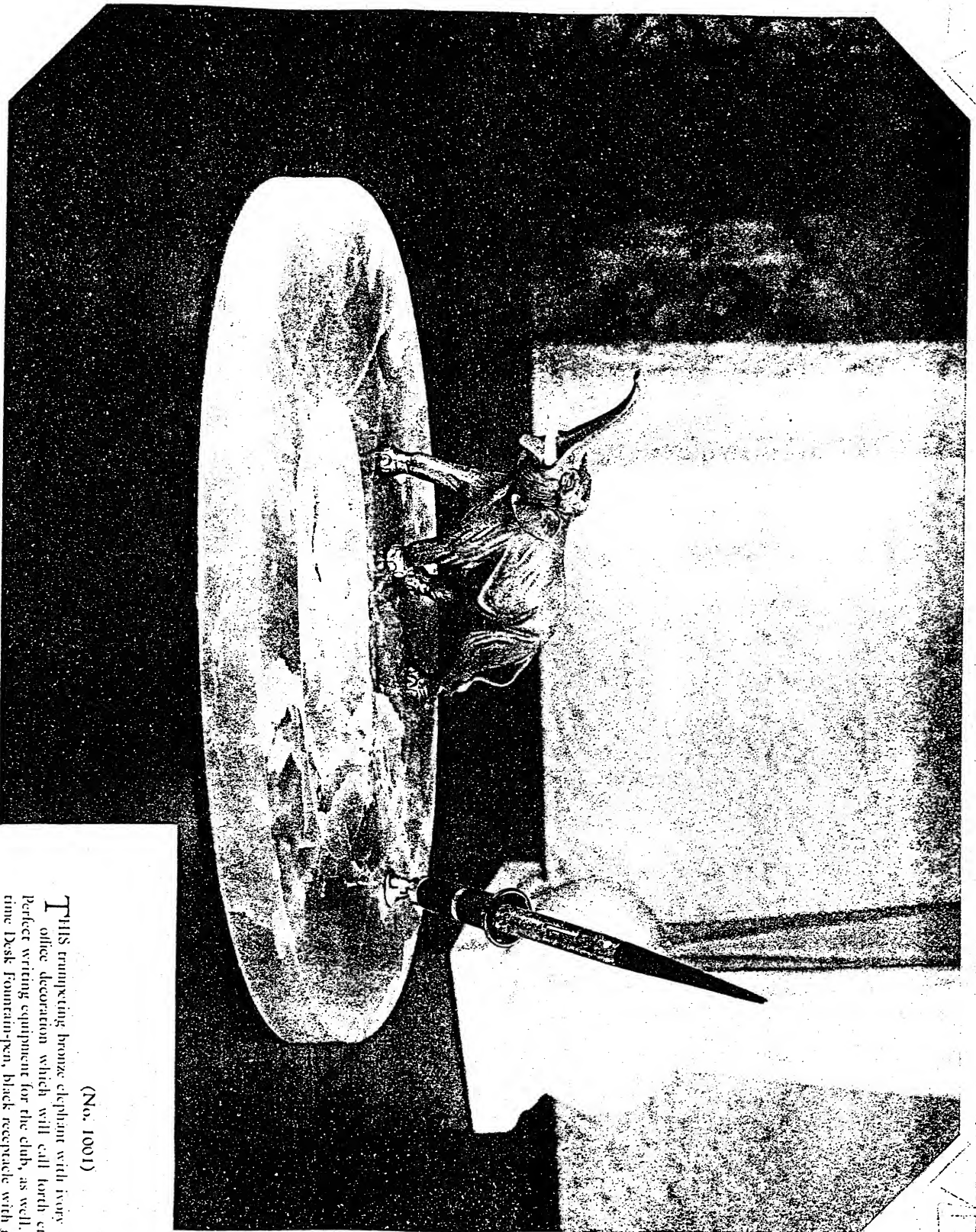
(No. 1003)

PERFECTLY fitting the surroundings of office or home, this handsomely proportioned bronze elephant with ivory tusks. Designed for the personal use of men. Appropriate also to club or fraternity use. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Rough-hewn Italian Black and Gold Marble base, $6\frac{1}{4}$ x 9 x $\frac{7}{8}$ in., grooved.

Bronze, List price \$40

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(No. 1001)

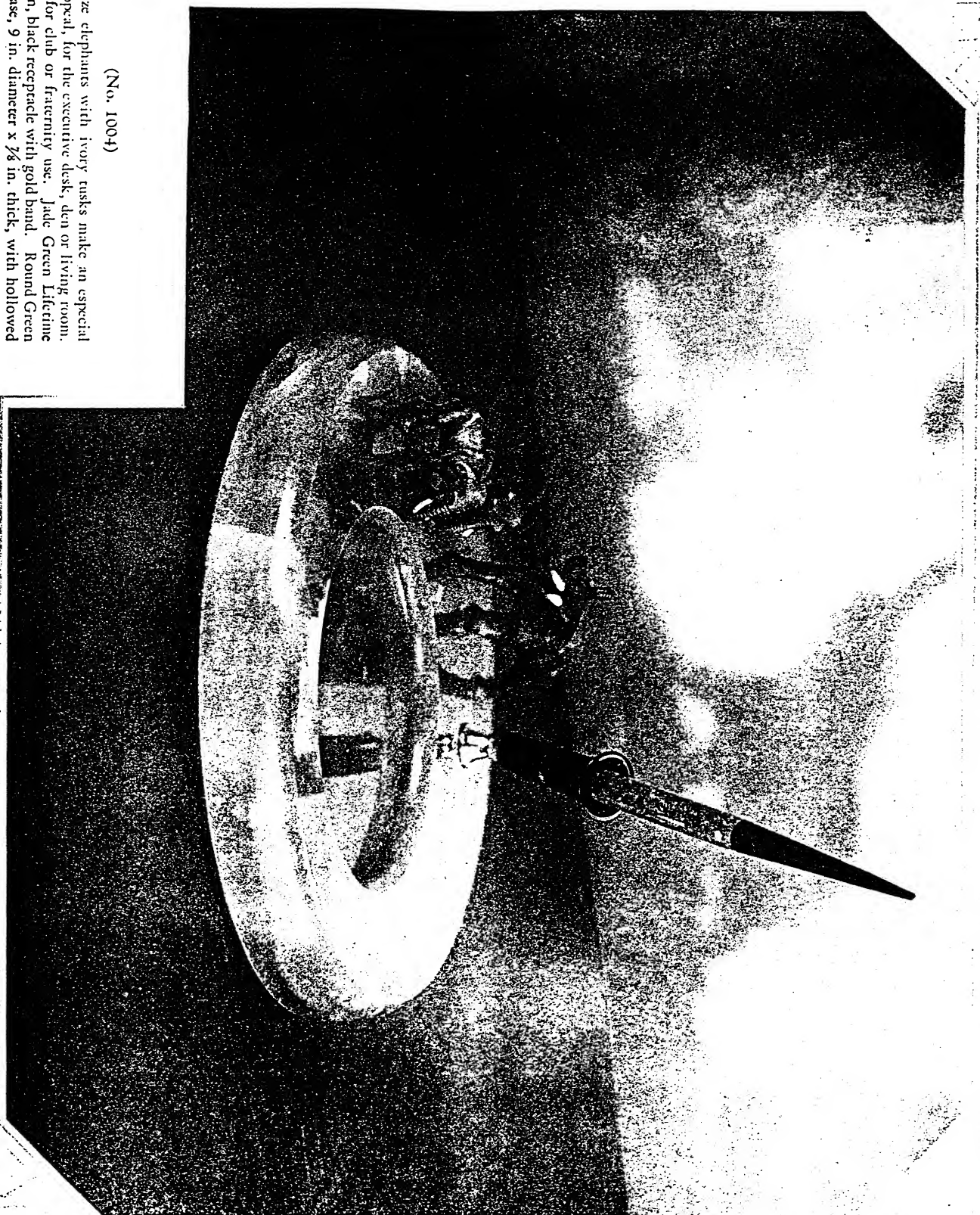
THIS intriguing bronze elephant with ivory tusks makes a rich office decoration which will call forth endless admiration. Perfect writing equipment for the club, as well. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Green Brazilian Onyx base, 8¹/₄ x 13¹/₄ x 7³/₈ in., grooved.

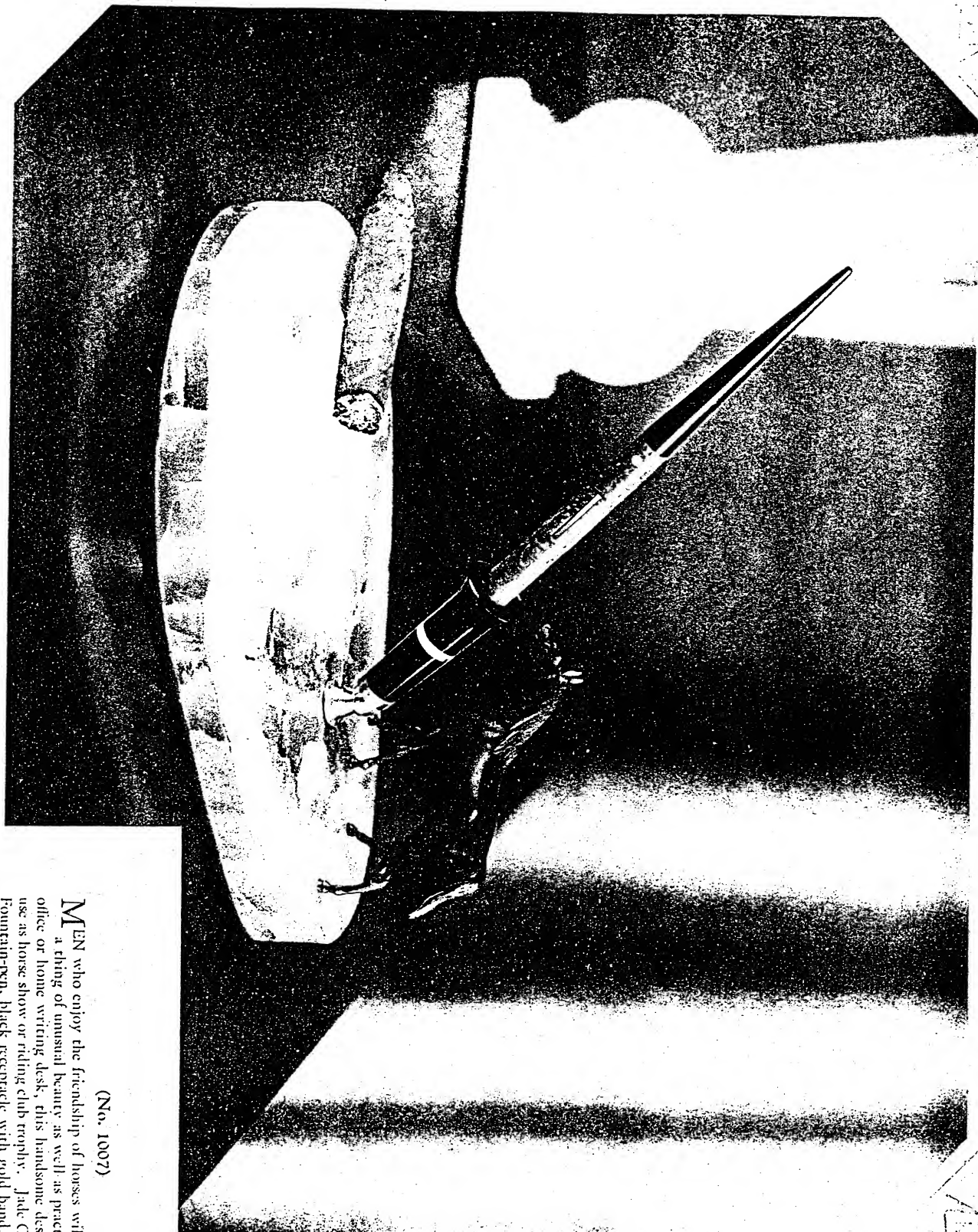
Bronze, List price \$85

RUGGED bronze elephants with ivory tusks make an especial masculine appeal, for the executive desk, den or living room. Equally suitable for club or fraternity use. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Round Green Brazilian Onyx base, 9 in. diameter x 7/8 in. thick, with hollowed ash receiver.

Bronze, List price \$50

(No. 1004)



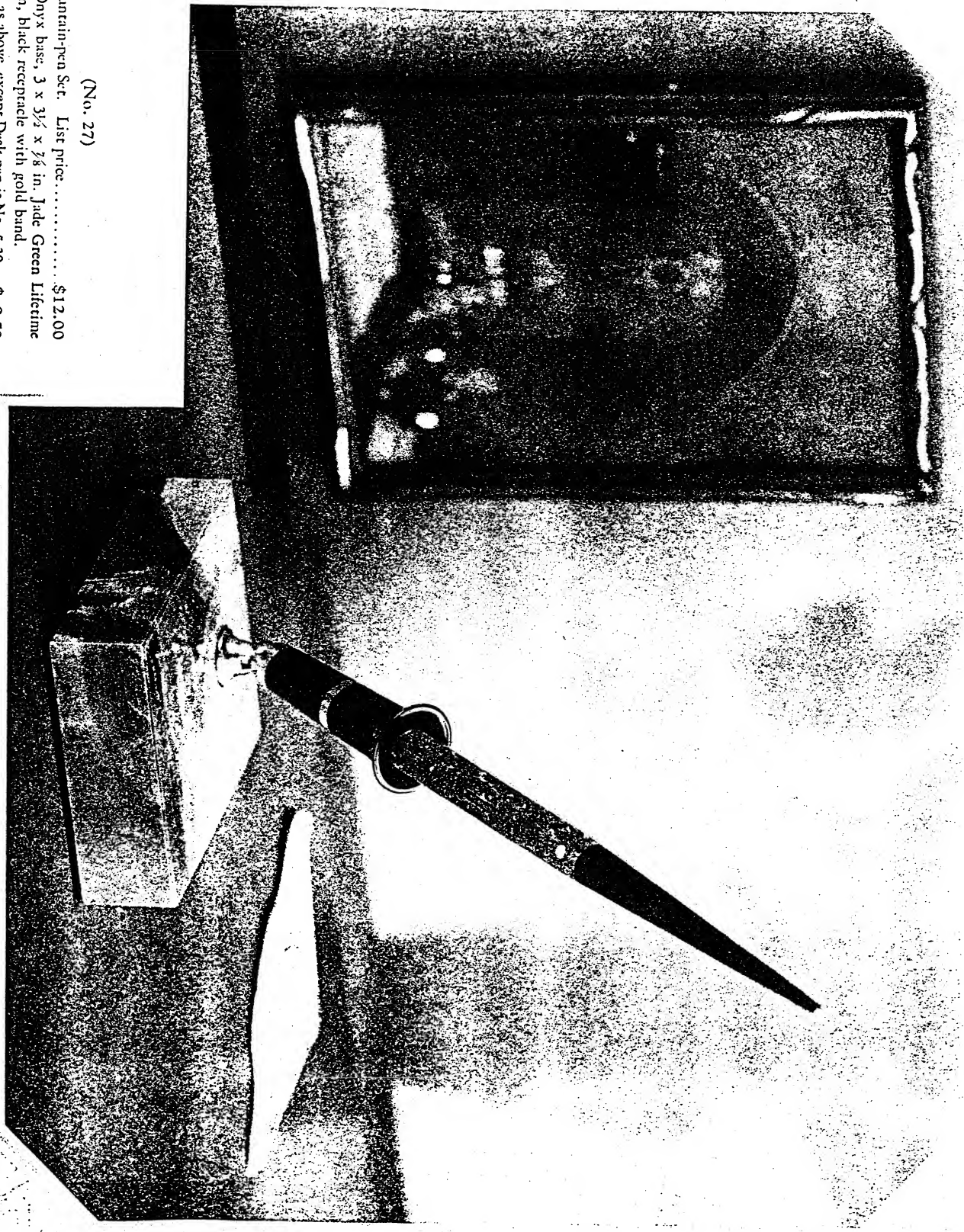


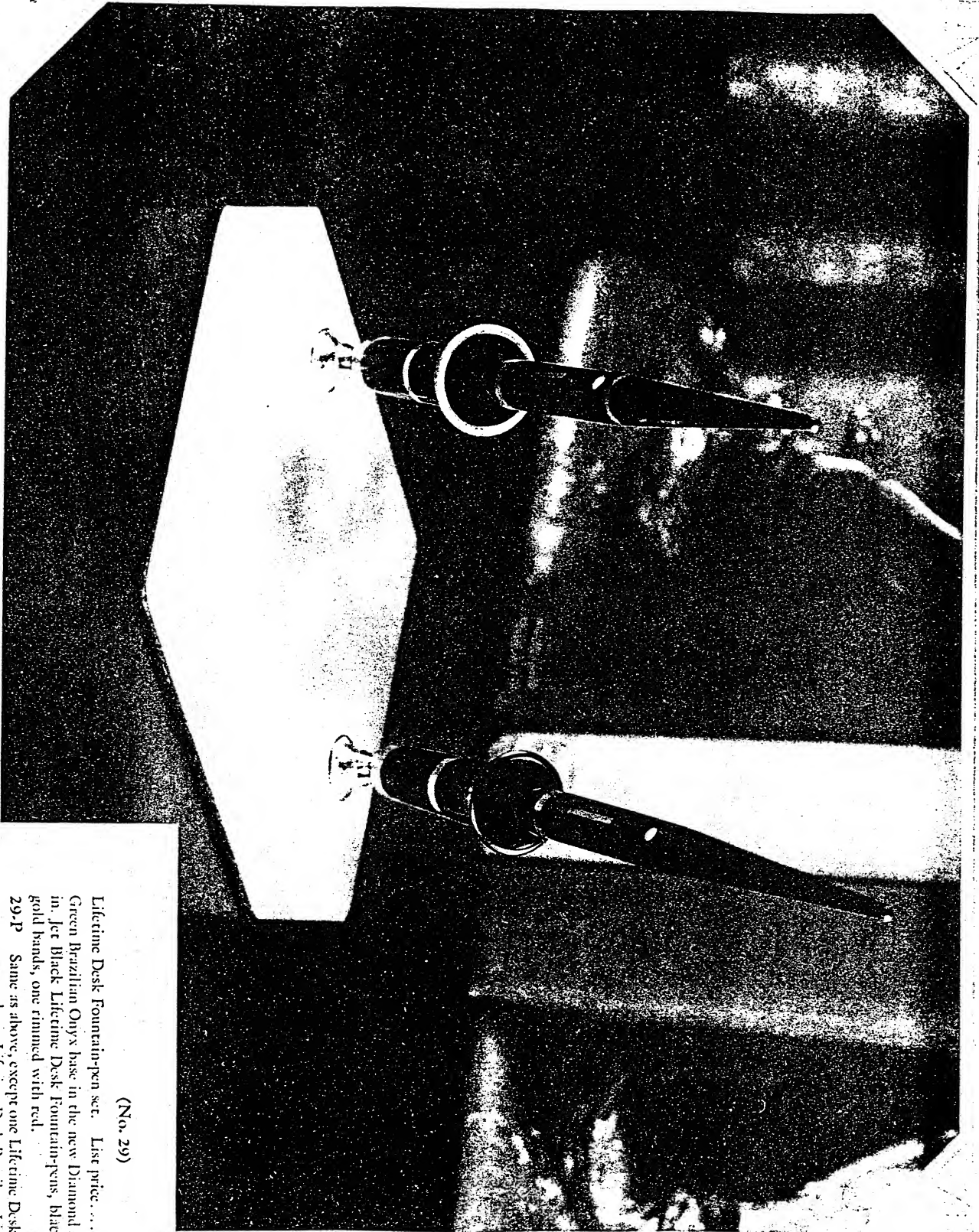
(No. 1007)

MEN who enjoy the friendship of horses will find this desk set a thing of unusual beauty as well as practicality. For the office or home writing desk, this handsome desk set has an added use as horse show or riding club trophy. Jade Green Lifetime Desk Fountain-pen, black receptacle with gold band. Oval Green Brazilian Onyx base, 7 x 9½ x 7 8 in., with hollowed ash receiver.

Bronze, List price \$46

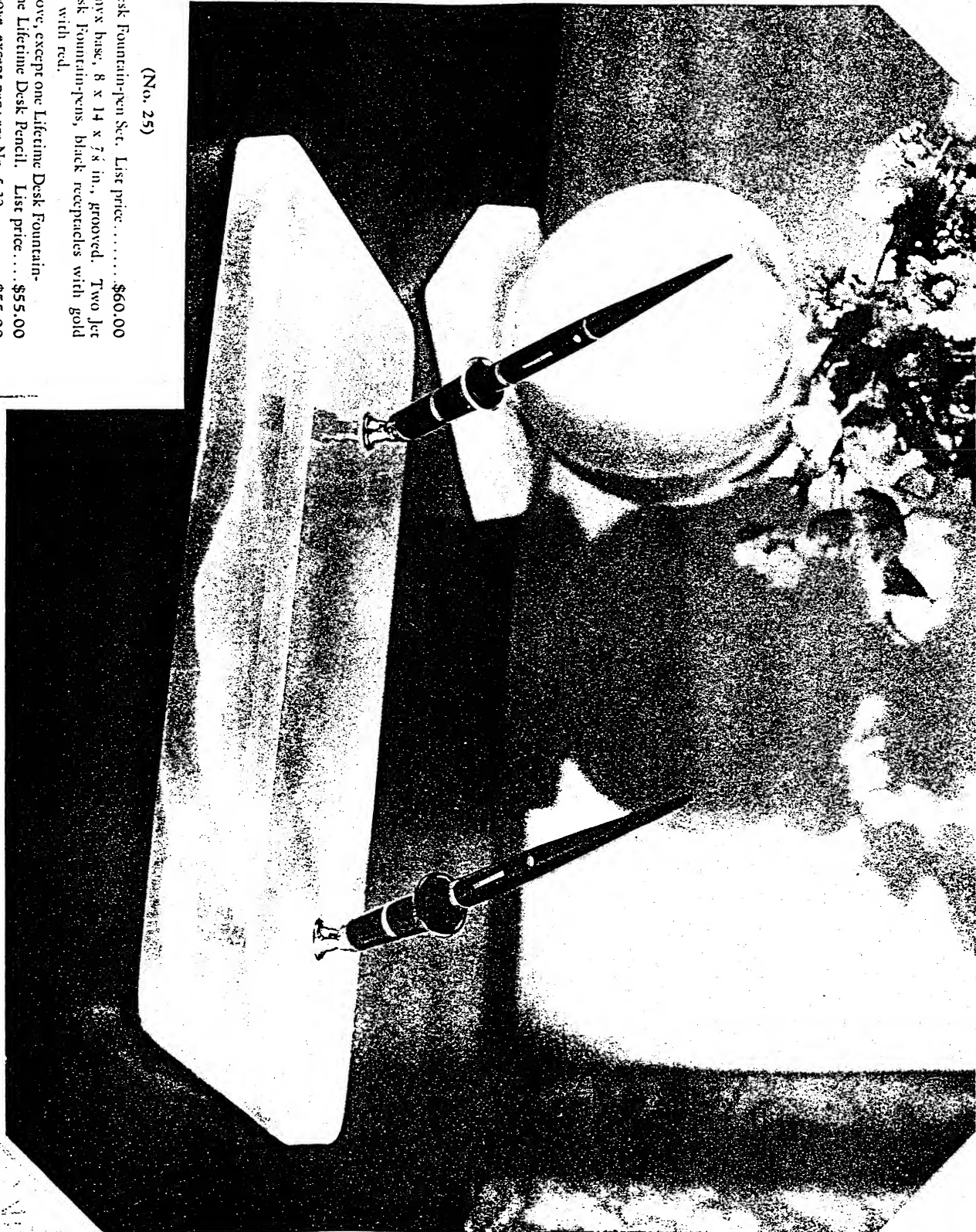
(No. 27)
Lifetime Desk Fountain-pen Set. List price..... \$12.00
Green Brazilian Onyx base, 3 x 3½ x ⅝ in. Jade Green Lifetime
Desk Fountain-pen, black receptacle with gold band.
No. 127 Same as above, except Desk pen is No. 5-30... \$ 9.50





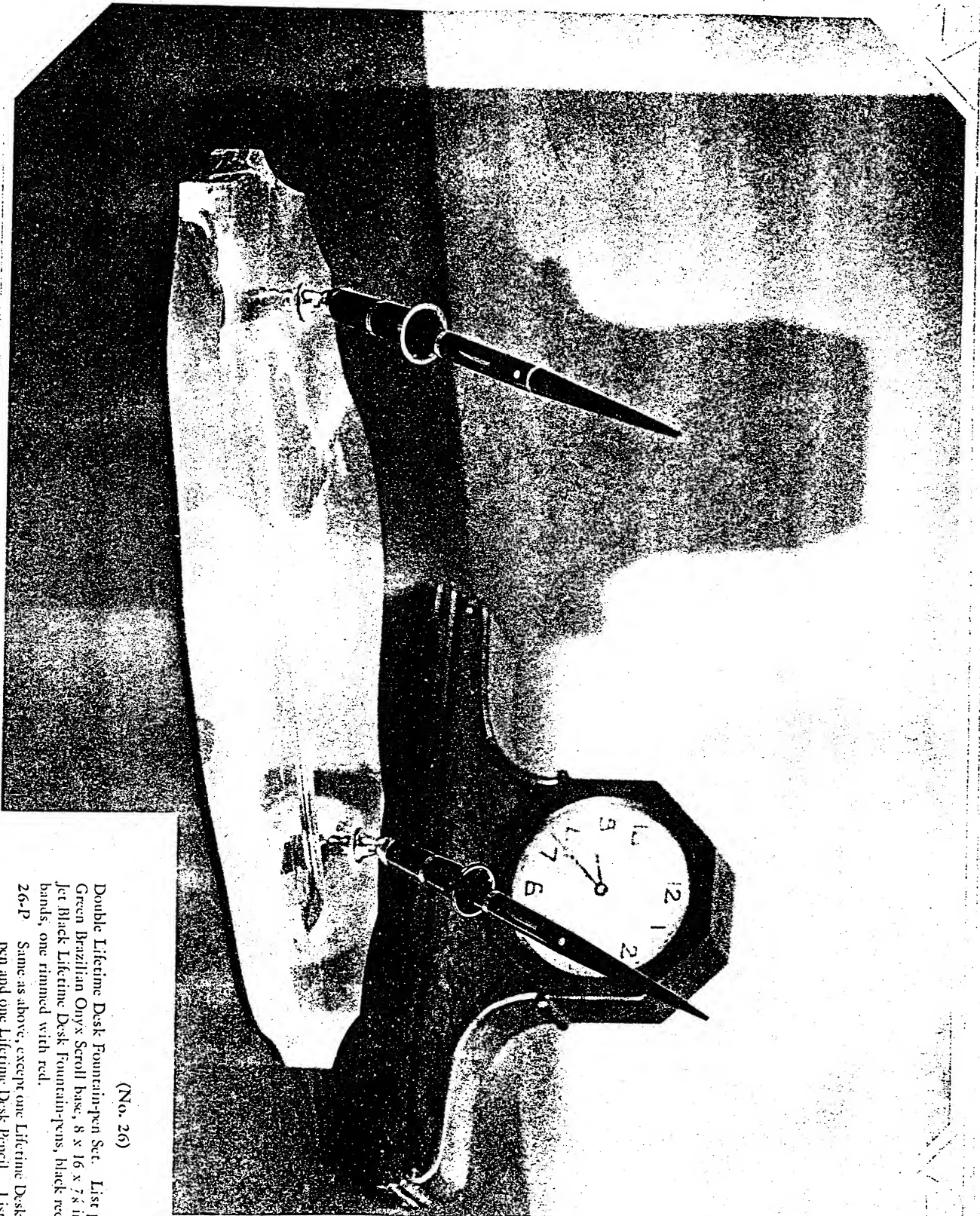
(No. 29)

- Lifetime Desk Fountain-pen set. List price.....\$24.00
Green Brazilian Onyx base in the new Diamond shape, 4 1/8 x 6 7/8
in. Jet Black Lifetime Desk Fountain-pens, black receptacles with
gold bands, one rimmed with red.
- 29-P Same as above, except one Lifetime Desk Fountain-
pen and one Lifetime Desk Pencil. List Price....\$19.00
- 129 Same as above, except pens are No. 5-30. List Price..\$19.00
- 129-P Same as above, except No. 5-30 Pen and one Desk
Pencil.....\$18.00



(No. 25)

- Double Lifetime Desk Fountain-pen Set. List price..... \$60.00
- Green Brazilian Onyx base, 8 x 14 x 7/8 in., grooved. Two jet
- Black Lifetime Desk Fountain-pens, black receptacles with gold
- bands, one rimmed with red.
- 25-P Same as above, except one Lifetime Desk Fountain-
- pen and one Lifetime Desk Pencil. List price.... \$55.00
- 125 Same as above, except pens are No. 5-30..... \$55.00
- 125-P Same as above, except one No. 5-30 pen and one
- Desk Pencil..... \$54.00



(No. 26)

- Double Lifetime Desk Fountain-pen Set. List price..... \$75.00
 Green Brazilian Onyx Scroll base, 8 x 16 x 7 1/2 in., ground. Two
 jet Black Lifetime Desk Fountain-pens, black receptacles with gold
 bands, one rimmed with red.
- 26-P Same as above, except one Lifetime Desk Fountain-
 pen and one Lifetime Desk Pencil. List price..... \$70.00
- 126 Same as above, except pens are No. 5-30..... \$70.00
- 126-P Same as above, except one No. 5-30 pen and one
 Desk Pencil..... \$69.00

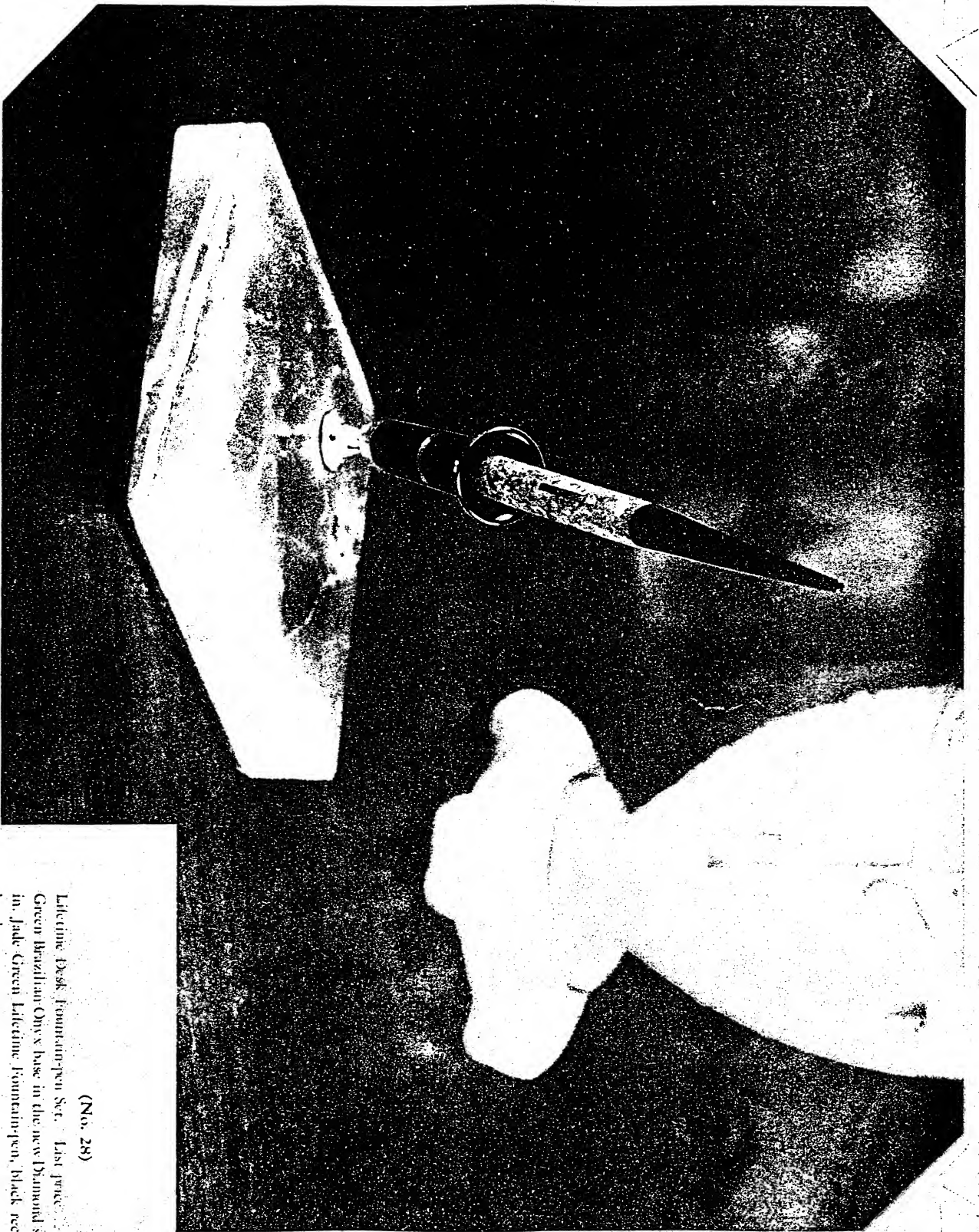


(No. 30 Right)

- Lifetime Desk Fountain-pen Set. List price.....\$16.00
- Green Brazilian Onyx oval base, $5\frac{1}{4}$ x $3\frac{1}{2}$ x $1\frac{13}{16}$ in., grooved. Jade
- Green Lifetime Desk Fountain-pen, black receptacle with gold band.
- 130 Same as above, except No. 5-30 Desk Pen. List price.....\$13.50

(No. 33 Left)

- Lifetime Desk Fountain-pen Set. List price.....\$20.00
- Green Brazilian Onyx oval base, $6\frac{1}{2}$ x $4\frac{5}{8}$ x $1\frac{13}{16}$ in., grooved. Jade
- Green Lifetime Desk Fountain-pen, black receptacle with gold band.
- 133 Same as above, except No. 5-30 Desk Pen. List price.....\$17.50



(No. 28)

Lifetime Desk Fountain-pen Set. List price \$13.75
 Green Brazilian Onyx base in the new Diamond shape 41.8 x 67.8 x 7.8
 in. Jade Green Lifetime Fountain-pen, black receptacle with gold
 band.
 128 Same as above, except pen is No. 5-30..... \$11.25